

ELECTRICAL
MERCHANDISING
WEEK

JUNE 12, 1961

A MCGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL 93 NO 24

BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

NEW LINES

CLOCKS

GE AND WESTCLOX

TELEVISION

PHILCO AND ZENITH

THIS WEEK'S NEWS IN BRIEF

Sales-producing summer heat was still a ways away, and the damp spring produced a sales drought in **outdoor living equipment** (p6). But the rains did bring lush lawns and a good mower market.

The grass in consumer white goods looked very green to **Temco, Inc.** (p8), which has big marketing plans for its new dishwasher. And **stereo console** (p2) manufacturers were making FM stereo systems available for

their new lines in anticipation of a hot stereo market.

Hot weather may not turn your mind to **electric blankets** (p6), but it's already time to start planning for the cold weather blanket season.

The climate in Cincinnati—at the **IAM meeting** (p8)—was a surprise to some manufacturers, who were asked for some solid help for dealers.

And to help you plan your new line TV buying, G-E has been added to this week's **TV box score** (p22).

STRAIGHT FROM WASHINGTON

FEDERAL REGULATION OF TV NETWORKS is called for by Chairman Newton N. Minow of the Federal Communications Commission. Earlier, he had refused to take a stand on this proposal. But last week he said Congress should give the FCC the same sort of control over networks that it has over local stations.

Under Minow's plan, networks would be required to offer "balanced programming." Minow already has said the FCC will refuse to renew licenses of stations which do not live up to their programming promises. ■

A PROFITABLE SIDELINE FOR APPLIANCE DEALERS is developing through the "do-it-yourself" craze. Many merchandisers already are stocking a variety of tools for the homeowner who does his own repairs and renovations. The Census Bureau adds fuel to the fire by reporting that \$3 of every \$10 spent by homeowners in 1960 on improvements went for do-it-yourself projects.

Here are the specific 1960 figures. Homeowners spent nearly \$9.5 billion on upkeep and improvement of 1-4 family dwellings; almost \$3 billion went for do-it-yourself projects. Even these figures are slightly misleading, however. The \$6.5-billion worth of work done with hired help includes labor charges; the \$3 billion does not. ■

TAX RELIEF FOR THE SELF-EMPLOYED for pension plans is likely to hang in the Senate this year. It has died there in the past two Congresses. The House ignored administration objections last week and again passed the bill. It would permit merchants, doctors, lawyers, farmers and other self-employed to defer payment of income taxes on 10% of their current income, up to \$2,500 a year, to establish pension funds.

The bill is sponsored by Rep. Eugene J. Keogh (D-N.Y.). A merchant with more than three employees would have to establish pension funds for them before he could qualify for the tax deferral. ■

THE PRESIDENT IS WORRIED ABOUT PRICE INCREASE over the next 18 months as the business recovery gains momentum. He wants to avoid anything like a recurrence of the 1955-57 business boom when the cost of finished goods used in production rose 18%. There is no serious thought in administration circles, however, of formal price controls.

Here is the way President Kennedy will operate to keep a lid on prices: His economists are preparing an attack against steel price increases in case the industry decides to go through with its rumored boost. He will use this information to arouse public pressure against excessive price rises. If the plan works in steel, it will be used to block price increases in other industries. ■



Zenith's new Haydn combines hi-fi stereo record player with AM-FM radio.

New Lines For '62: What Zenith, Philco Have For Customers

In Atlantic City and Hollywood, Fla., last week showings of new lines continued. Manufacturers, shaken by the arrested recession of 1960-61, crossed their fingers and showed wares they hoped would loosen the consumer's grip on her dollars.

In television, there was another look at color, but it was tentative—like a small boy dipping his toe into a mid-June-cold swimming hole.

In FM stereo, there was hope (see story below). Would the newly introduced method of sending stereo music over the FM air-waves revolutionize the hi-fi business? Many brown goods manufacturers thought it would.

Here's what EM WEEK editors found as they looked at last week's new lines:

FROM ZENITH:

Still the long, long line with 42 basic TV models and 10 console stereo sets.

Some technical advances were evident, as well as continued trends in "living room" styling. Zenith is sav-

ing the big news in color sets for later. There will be some interest in two Decorator 19s. Price range goes from \$169.95 for the Bermuda, a 19-inch portable, to a neat \$850 for the Bainbridge, a Danish modern TV-stereo-combination with Space Command.

Highlighted gadget for next season is an advanced target turret tuner with an individual channel-setting control that will allow the owner to fine-tune the set. Special audio is still a high-end feature called Cine-Sound.

Hi-fi is set for the big switch to stereo FM through a special optional drop-in tuner (see story below).

Feature rundown in the new line shows upgrading all around. The new Super Target tuner or Zenith's Gold Video Guard is used in 32 of the TV sets, while 20 of the 42 sets offer Space Command. Of these, two are Decorator Convertible 19-inch sets.

All of the sets will use the Sunshine picture tube and the Cinelens safety glass.

How The Majors Plan To Bring FM Stereo To New Console Buyers

As the first FM stereo broadcasts took to the airwaves, major package manufacturers began to firm-up multiplexing plans for their new console lines.

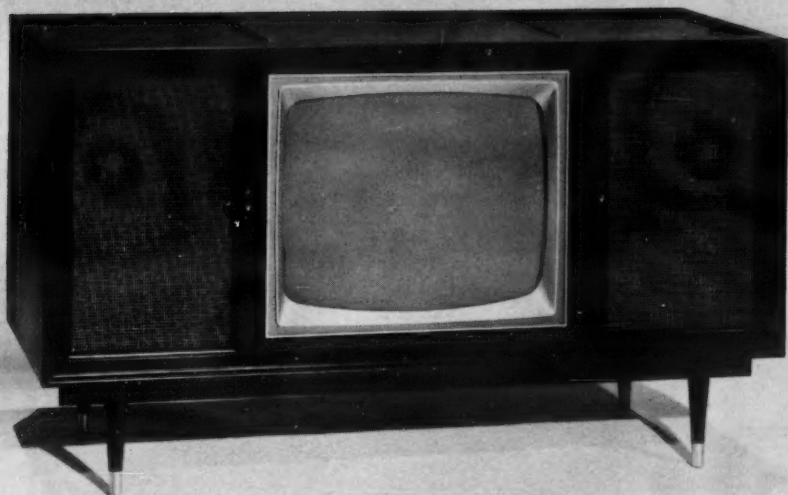
To adapt or not to adapt—in the sets—is the major question with manufacturers. All will have some form of multiplexing, but most won't build an adapter into sets this year. Reasons:

The non-built-in school will make adapters available and will equip sets to take the new system. Arguments against building in are much the same as those used against UHF television: It would make consumers in areas where FM stereo is not yet

being broadcast pay for something they can't use. Another point: Fear of obsoleting present inventories by offering consoles with adapters built in.

The other side of the fence, represented chiefly by Zenith, will build multiplexing into consoles in its new line. The argument is that the system—which requires a delicate balancing of components—makes an adapter impractical and perhaps inadequate to produce good FM stereo reception.

Here's a round-up of what the package makers are doing with FM stereo for their new console lines:



Philco's "Vivid-Vision" offers 23-inch TV-stereo and AM-FM at \$575 list.

FROM PHILCO:

Philco covered the waterfront at its Atlantic City convention last week, throwing everything from promotionally priced 17-inch portables to color television at its distributors and associate distributors.

The aim was clear: Philco was out to grab a bigger chunk of the console TV business and crack the replacement market with plenty of hard sell.

"The climate is right," Armin Allen, Philco vice president, told the convention. Television, stereo phono and radio inventories were all in good shape. TV alone was at its lowest point since the mid 50s and sales were beginning to pick up.

To keep things rolling, Philco was trying to sweeten deals all along the line. The company offered a 17-inch portable (Model 3058) which could be sold for as little as \$128.88 with a "small profit" to everyone. Strictly intended as a price leader—the model has no handle or external antenna—only a limited number will be produced.

But the big push came in consoles. Here, Philco came up with (1) a specially priced 19-inch portable exclusively for ADs, (the deal: buy 50 consoles and you can purchase one portable for every two consoles; buy 100 consoles and you can purchase up to 75 portables) and (2) a pitch on trade-ins.

There are about 17.5 million con-

soles five years or older in the field today, Philco figures, which are stylistic eyesores. After admitting the entire industry "boraxed" the trade-in business, Philco's director of merchandising, Gibson B. Kennedy, came up with his solution: Tell the customer that her old set is worth more than she thinks, give her a legitimate trade—"No phony baloney"—and make up the money on the wholesale value of the trade-in set. Philco will back up this concept with national advertising starting in September.

In black-and-white TV, Philco will go with 13 basic models in three series and a technical story based on improvements in circuitry, a minimum of 25% increase in picture brightness (Vivid-Vision performance) and a new "automatic picture pilot" which is supposed to maintain an even degree of black-and-white contrast ratio.

The basic 23-inch TV series break down this way: Super 90—two table models, a console and a full console, all with bonded 90-degree 23-inch tubes and lists ranging from \$199.95 to \$269.95.

Deluxe—bonded 110-degree tubes, starting at \$269.95 for five basic models, with solids and veneers entering the line at \$279.95.

Custom—Philco's entry in the fine furniture derby. Four receivers, from \$299.95 to \$399.95 with new "black-level" control for contrast

Continued on page 22

Admiral will have all consoles wired for multiplexing, but will not build in their adapters. Adapter price is not set yet; it will be available soon.

DuMont-Emerson will have a separate adapter available by its line show, June 13. Price will be \$30, and all sets currently in production are being wired to take the adapter.

G-E, in addition to its adapters at \$39.95 and \$59.95 (self-powered) will offer built-in multiplexing in "every console built with AM-FM tuners." Delivery date probably July.

Grundig-Majestic will bring out an adapter in the \$40 to \$69 range this week. By early fall, all stereo sets will have multiplexing built in.

Magnavox will have an adapter for about \$25 ready by mid-July. The company is not planning to build it into its present consoles.

Philco will have its adapter ready in August, price \$39.95. All stereo con-

soles in the new line are equipped to receive FM stereo.

RCA will have an adapter ready in July, priced "about \$30." The new stereo line has no built-in adapters.

Stromberg-Carlson's adapter will be out "in late summer," selling between \$25 and \$30. It will fit the new "Young America" series.

Sylvania will build an adapter, but has not set final price or date.

Symphonic, strong on building multiplexing into FM tuners has all AM-FM units equipped for FM stereo. "Consumers will not buy adapters," said Al Jacobs, treasurer. Symphonic has five consoles ready for delivery in August, priced at \$189.95, \$229.95, \$269.95, \$329.95, and \$349.95.

Zenith, following its no-adapter stand, is offering an optional drop-in stereo tuner designed for nine basic stereo radio-phono combinations and five TV console combinations.

EM WEEK'S

MARKET REPORTS

EAST . . . BRIDGEPORT—Portable TV, refrigeration, automatic washers and transistor radios were selling well enough to keep dealers fairly happy and some pleasantly surprised. Arthur Kaufman of Zemel Brothers' branch in the Brookside shopping center has been selling Zenith portable TV sets at \$189.95. "We're getting cash sales from people in the five figure income brackets. Just about all of the sales are second sets with no trade-ins involved." Kaufman also said, "Refrigeration sales have started to pick up and automatics have been steady for quite a while." His volume was "a few percentage points ahead of last year."

Five doors away from Zemel, W. T. Grant's had satisfactory results promoting its TV-stereo combination at \$297.88, a 12½-cubic foot deluxe refrigerator at \$199 and a 19-inch portable TV at \$137.98. The manager of the appliance department said, "We get results when we advertise these prices and we have been moving a few of the 15-foot combination refrigerator-freezers."

Lederer's was disappointed with TV sales all during May but had some unexpected success with G-E portables last week. Again, it was a second set market in the \$160-\$170 price bracket. Although the weather had been rainy and cool, it took only two muggy days to give air conditioning a boost.

SOUTH . . . ATLANTA—There were scattered reports of a definite upturn in the past month. Frank Head, sales manager for Charles S. Martin Distributing Co., reported sales up 5% to 10% from the January-February level. Head said that his TV business (Admiral) was ahead of last year, with portables moving best. At Thoben Elrod Co., Sales Manager George Schell said that last month brought a decided upturn in sales. Biggest increase was in automatic washers. His TV business has been lagging slightly compared with 1960.

By any measure, air conditioning has been in the doldrums. One large distributor just completed a three-week survey of markets throughout Georgia and reported, "So far, air conditioners are dead." One dealer told us that by this time, he has ordinarily sold around 250 units. His sales to date this year have totaled 15.

Several distributors reported they are expecting big things from color TV this fall. While prices won't be any lower, the additional emphasis being placed on color by the networks is expected to be a real sales booster. Harry Gryder, sales manager for Graybar Electric Co. (Zenith) said he is planning to triple line-up in both his primary and secondary advertising and promotion programs. "We are doubling line-up on our regular items, and will tie the remainder of the increase to our entry into color this fall."

MIDWEST . . . CHICAGO—Big news in the Chicago market area is Sol Polk's move to Waukegan, up near the Wisconsin line. He is taking over premises in a shopping center previously occupied by Libby Furniture Co. Opening is set for June 15.

Otherwise Chicago dealers were quietly cheering the local economic recovery and approach of summer. There was little outright optimism but the edge seemed to have left the dire predictions of the recent past.

"We're keeping our fingers crossed and you'd better too," said a spokesman for Austin Appliance Co. "Right now we're about 10% behind last year but then we had that tremendous spurt in April and died the rest of the year. Our customers are back to work and they seem to be on the streets with money to spend. Whether they will or not depends. We'll need at least two more weeks of good weather with no rain. If we get it, we just might be very happy in a couple of weeks."

Crittenton's, Inc. on the North Side "would love to see another five days of this lovely humid weather we're having. Our air conditioning sales are up slightly over last year. Fans are about the same. But with a break on the weather we could get some of those impulse sales and make ourselves some money."

Schwartz Brothers, a South Side hi-fi and TV dealer, wasn't complaining. "We're ahead of last year—not by much—but ahead and well satisfied. Our top of the line TV console combinations are selling well and we have a lot of action in stereo consoles. Our customers are interested in this FM stereo and we've sold a few multiplex units."

"We're going along, waiting like everybody else in this business," said a spokesman for S. Benzik & Co. "We're dribbling a few items out here and a few there. Nothing's real good but then, nothing's real bad either."

FAR WEST . . . SAN FRANCISCO-OAKLAND—In spite of a cool spring, the appliance-TV business warmed up for most dealers here for the second quarter.

Leading the way were refrigerators, with dishwashers showing the biggest percentage gain.

So many dealers in this area had such a good 1960 that any activity in 1961 has been just steady—Dulfers, Western Appliance, Wisnom, Gordon Silva, for example.

Pricing of appliances in the suburban area has been, surprisingly, at manufacturer's list. Most dealers, said Bill Culmber of Levy's, San Mateo, have been pricing at list, looking for the price business with the leaders being introduced by manufacturers. In the San Francisco-Oakland City area, however, Carl Hagstrom of General Appliance said the dealers have been hungry with real price-cutting going on.

AHEAD IN THE NEWS

JAPAN'S MITI ANSWERED "NO" to the request of the Japan Electronic Industry Assn. that quotas on transistor radios be abolished (EM WEEK, May 29, p4). MITI said quotas were established to prevent Japanese exporters and manufacturers from competing with disastrous price cuts, not because of rumored tariff rises by the U.S.

New U.S. and Canadian quotas will be set to begin July 1, based on an export survey covering the period July 1-Dec. 31, 1960. The new quotas will apply only to radios with three or more transistors and not to FM, car, clock or camera radios. ■

THINNER WALLS FOR REFRIGERATORS? It's theoretically possible, according to Owens-Corning Fiberglass engineers. Their computations indicate that a fibrous glass supported vacuum insulating system could reduce wall thickness to as little as 0.4 inches and 0.6 inches in freezers (thinnest walls now on the market are 1½ inches). Drawback: Cost would be "considerable," the report says. ■

A LITTLE OLD-FASHIONED NAME CALLING was used by Philco President James M. Skinner, Jr., in Atlantic City to explain the decline in combination washer-dryer sales. He said that the "junk" some great industrial names had put on the market and a dump by one manufacturer last fall had given combos a bad name with consumers. ■

MOST STEREO RECORDS ARE COMPATIBLE for FM stereo and regular FM radio, the Record Industry Assn. of America stressed last week. RIAA quoted the National Assn. of Broadcasters which reported that 75% of all stereo records can be played on FM both stereophonically or monaurally. ■

NORGE WILL MAKE YORK ROOM AIR CONDITIONERS in its new Ft. Smith, Ark., plant. But that doesn't mean that Norge expects to get into the room unit business under its own name, said Norge Chairman Judson Sayre. Units out of Ft. Smith will have York brand name. ■

RESPONSE TO "PROJECT PROSPERITY," the Merchandise Mart's promotion for the June 18-24 Markets is coming in from top appliance-TV manufacturers. The drive for more sales is using the slogan, "It's time to accent the positive." ■

WHAT HAPPENED TO REVERBERATION? The word wasn't even mentioned at Philco's line pitch on new stereo consoles at Atlantic City last week. The company still has reverb available for all consoles over \$269 in kit form which can be installed in the field for \$39.95. Admitted Philco President James M. Skinner, Jr., reverb was "oversold." ■



**FIRST ON AIR
WITH FM STEREO**

... in Midwest, at least, was Zenith's WEFM, Chicago, where J. E. Brown, Zenith engineering vice president, right, pressed key on June 1, first day of legal broadcasts. From left, Sam Kaplan, executive vice president, and Carl Eilers, engineer, watch. G-E beat Zenith on air in East because of time difference.

Here's How Plastics Men See The Radio-TV Markets

TV, radio and record players came in for some close study at last week's Annual Plastics Conference in New York. Speakers from G-E and RCA gave listeners a look at what their companies saw in the current market and foresaw as future possibilities.

Two themes in radio and TV buying patterns were pointed out by G-E's James R. Lampman and Raymond A. Shirk. Buyers, they said, are "no longer content with single color or two-toned cabinets with highly polished and glossy surfaces. They are looking for a different appearance in texture, color or combination with other material."

Lampman and Shirk went on to say, "Wood cabinets are coming back into vogue. Matte finishes are also becoming popular."

Second trend they cited is the tendency to go to die-cast metallic components rather than plastics in cabinetry. After striving for maximum reduction of weight on its portable radios, G-E found that potential customers were shying away. When research showed that buyers associated weight with quality, G-E switched to die-cast cabinetry.

Another sales point brought out by Lampman and Shirk was that "the word 'nylon' means high quality to most people, and that the word 'plastic' or 'styrene' generally means lower quality."

For the future, they see an increasing trend toward a new look in texture, color and form, with more use of die-cast materials. They predict increased competition for plastics from vinyl clad metallics.

G-E's New Table Radio Drop-Ins:

The downward price trend in tube radios got another push last week with G-E's drop-ins for its table and clock-radio lines.

Low end of table radios, the T101 comes in slate gray only for \$14.95, a \$5 drop from last year's low-end model. The four-tube, 4-inch speaker model has a color step-up to the T102 and T103 models, \$15.95 in honey beige and mint green, respectively.

Last year's low-end, FM-only table model price of \$39.95 has been beaten by this year's T180 FM-only drop-in for \$29.95, five tubes and a 4-inch speaker.

And new in clock-radios—at the high end—is model C500, \$49.95, with a walnut green finish on polystyrene cabinet and a pillow speaker jack. The set is packaged in a see-through box with an over-pack of polyfoam, convertible to a picnic cooler.

Other additions to the table radio line give G-E 20 basic models:

T128, yellow, with push-pull on-off volume control, a step-up to \$19.95 from the low-end T101.

T143, walnut green finish on a poly-

styrene cabinet with dual 4-inch speakers, same chassis and other features as T128, \$26.95.

T157, same features as last model, plus 6½-inch speaker and "Musa-phonie" tone, five tubes: \$39.95.

Besides the new low-end model, the FM line has been beefed up with the T200 series, FM-AM for \$79.95. T200 is finished in mahogany, T201 in walnut, and T202 in cherry.

The clock-radio line got four basic new models: In addition to C500:

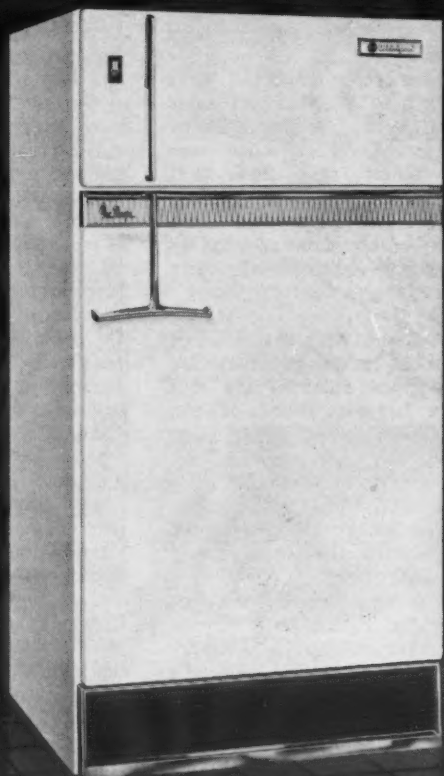
C404, low-end of the line at \$19.95, is a four-tube, 4-inch speaker set in Wedgewood blue, has a "Wake-to-Music" alarm.

C438, on the same chassis, adds a buzz-alarm and a "slumber switch" for a step-up to \$24.95.

C445, gray with a silver clock, and C446, beige with a gold clock, are \$39.95. Added: Keyboard control, snooze alarm and dial-beam tuning.

C495 in pink and white and C496 in cocoa and white are G-E's first plug-in transistor sets, have five transistors, "wake to music or alarm," are priced at \$39.95.

PLAIN TALK ON THE GAS REFRIGERATOR MARKET



Model GA-1400



Over three million homes in America are now equipped with gas refrigerators, and

Owners are loyal to their gas units because they have piled up a fantastic record of trouble-free performance, economy, dependability, quiet operation . . . but

Almost two million are ready for replacement now for one reason or another. Their owners want modern features and design in the refrigerator they select . . . plus *gas* economy, *gas* quiet, *gas* dependability. They are pre-sold on the gas refrigerator *idea*, need only be sold a unit with the modernity they're seeking.

Only the RCA WHIRLPOOL, world's first and only no-frost gas refrigerator-freezer, can give it to them. It has the built-in look, with today's most popular features and advantages . . . plus the special advantages of gas. It's the "just right" answer for the all-gas kitchen . . . compact, modern.

You have exclusives to sell . . . IceMagic®, the exclusive automatic ice maker with 108-cube supply; the "zero-degree" freezer with no-frost activated cold; the Jet-Cold* Shelf for quicker chilling; and more, many more important features.

A real profit opportunity. This is "high end" merchandise. Your investment in sales effort can bring a real profit opportunity instead of trimmed-down margins. Remember . . . gas refrigerator owners paid more *years ago* to purchase the benefits of gas; experience proves they are willing to pay more *now* for the even greater benefits of the RCA WHIRLPOOL no-frost gas refrigerator.

Tell the prospect the story through an intelligent application of merchandising and sales effort. The *market* is there; the *product* is quality built; the *profit* potential is there, waiting for alert dealers.

See your RCA WHIRLPOOL distributor for facts and figures . . . and learn about the new, powerful merchandising program he has for you.

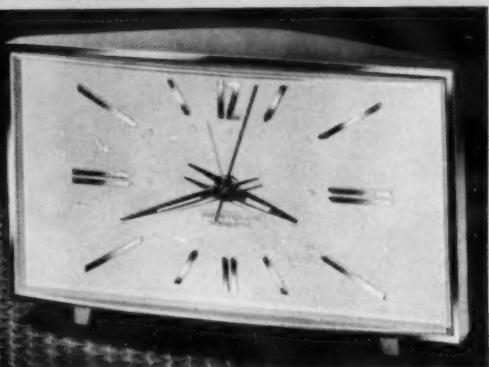
*Tmk.



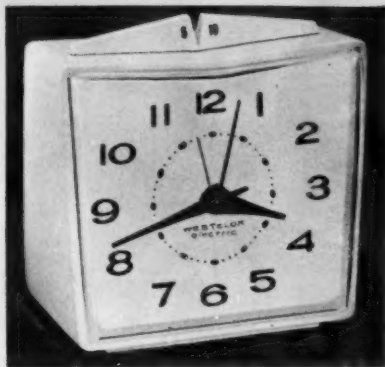
ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

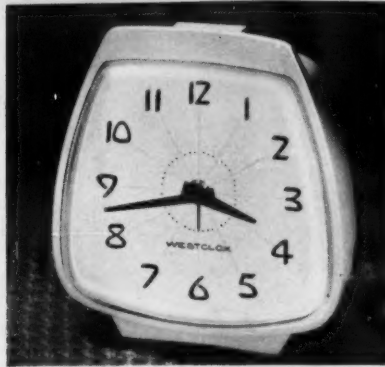
Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America



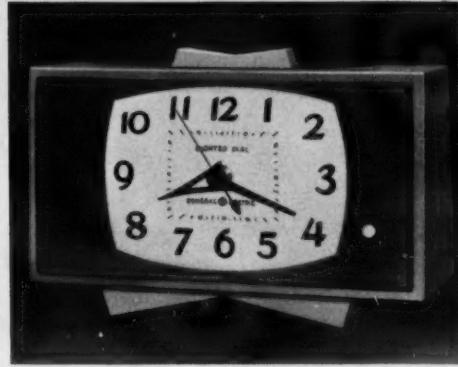
ASPEN, with luminous dial, is available in beige and green at \$7.98. Westclox.



DROWSE is \$6.98 for luminous dial and \$5.98 for plain one. By Westclox.



CREST is \$4.98 for plain dial and \$5.98 for luminous dial. By Westclox.



DECOR-ETTE alarm clock has sandalwood color case. Price: \$10.95. By G-E.

What's New In Clocks?

AT WESTCLOX

In addition to the introduction of several new clocks, the company last week reduced the number of its wholesalers by more than half and asked those remaining to sign a new wholesaler franchise for the shorter Westclox line.

In a 20-minute film, shown at 27 simultaneous meetings throughout

the country, Robert C. Shea, marketing manager, told wholesalers the clock company agrees to "deliver goods when wholesalers need them" . . . provide the "most intensified advertising and merchandising program" in the company's history . . . supply display material . . . "detail wholesalers' important retailers" . . . guarantee against price reduction for 60 days . . . establish no more

distribution in an area unless "we feel our present distribution cannot give us the required volume."

The franchised wholesaler agrees to "actively promote" the line . . . participate in at least four major promotions a year . . . provide promotion incentives to salesmen . . . offer sales training for wholesaler men . . . observe break dates for new products . . . provide full-line representation in display room.

The new clocks. Aspen, with raised gold numerals, shatter-proof crystal

and sweep second hands, in beige or green with luminous dial and plastic case, is \$7.98.

Crest, key-wound alarm in plastic case, 3 3/4 inches high, in ivory or pink, plain dial: \$4.98; luminous: \$5.98.

Drowse, with a sleep-selector, which allows extra five or 10 minutes of sleep before going off again, in beige, white or green, plastic case, 3 3/4 inches high, retails at \$6.98 for luminous dial, \$5.98 for plain one.

Spur, with square metal case, key-wound luminous dial and hands in

EM WEEK HOUSEWARES CALENDAR JUNE 12, 1961

Electric Blankets

TRENDS

Sales in 1960 were 3.54 million units compared to 3.3 million in 1959. Last year's average selling price dropped to \$20.12 from \$22.94 the year before. Predictions for 1961 are 3.8 million units and an average retail price of \$19.50. An upward trend to the top quality, high-ticket models will continue with double-bed, single-control blankets getting a bigger share. Market saturation is a low 20%.

PROMOTIONS

Approximately 40% to 50% of the electric blanket business is still done at Christmas. Summer lay-away promotions garner about 8% of the total sales; fall and post-Christmas promotions account for the rest. Blankets still have a strong gift appeal but this aspect of the business is leveling off as more consumers buy for their own use. January promotions (still a lot of cold weather after Christmas) get a bigger share of the business every year.

PRICE

Prices are slightly lower this year with the low-low-end rayon cotton blankets coming in around \$9.95. High end this year will be around \$36.95 for acrilan double-bed single-control units. Average prices will be around \$19.95 for the 10% nylon, double-bed, single-control units. Dual controls usually add \$5 to the retail tag.

ADVERTISING

Manufacturers' ad budgets are generally low for electric blankets. National ads usually break in November to take advantage of the Christmas market. Co-op ad money is available from most companies.

DISPLAY

Electric blankets require a fair amount of space. Most effective are rack or mass counter-top and window displays that take full advantage of the display material built into the blanket carton.

SELLING TIPS

Retailers can sell more electric blankets if they will: (1) Display blankets prominently throughout the entire store. (2) Ask sales clerks to carry some sort of blanket conversation piece—a thermostat in a lapel or blanket swatches in a pocket—that will start a sales pitch. (3) Offer a "better" price on multiple blanket sales. (4) Tie-in with your local electric utility if it's promoting blankets.

cut along dotted line

Outdoor Living Sales 'Not Bad' Despite A Cold And Wet Spring

Most of the country's retailers feel that they "broke about even" in the outdoor living market during April and May when unseasonably cold and wet weather plagued most of the nation.

Some lines—mowers, garden tools and accessories—moved well while those lines more dependent on sunny skies—barbecues, outdoor furniture, hose and sprinklers—were either chilled or drowned.

Dealers generally reported that lawn mower and garden tool sales were either as good as last year or a little better. Although most were grumbling about the lines that didn't get too much action, retailers brightly predicted that this summer's business should be as good as last year when—and if—the sun starts shining.

The grass is green (thanks to a lot of rain) and most mower retailers are happy. Push-type rotaries are still getting the biggest share of the grass cutting business, but dealers report that reels, self-propelled rotaries and riders are moving at a faster pace than they did in 1960. The trend in rotary size continues downward toward the 20-inch and 22-inch models.

Potential mower buyers are being stepped up to the higher priced models this year, according to slightly more than 60% of the retailers who reported to EM WEEK. Impulse starters, grass catchers, and other add-ons account for some of the movement toward the big ticket, but some retailers have other explanations. "The big reason," said a New York dealer, "is that most customers have already owned at least one power mower. Sure, they're buying add-ons, but what they're really looking for the second time around is a mower that won't give them much trouble. They'll willingly spend

a few extra bucks for a quality machine that will give them fewer headaches."

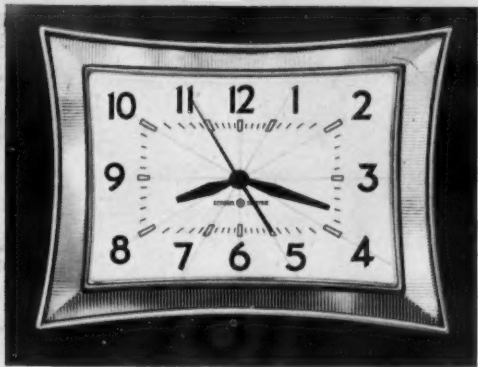
The price migraine that mower retailers suffered last year hasn't bothered them too much so far in 1961. Mower prices are holding relatively firm in most markets, according to retailers. Though there is some price footballing in major markets, retailers claim that so far it hasn't caused as much concern as it did last year.

Garden tools did well too. "In most markets the weather was just right for good garden growth," explained a buyer for a national buying syndicate. "The gardening buffs bought a lot of new equipment." Most retailers shared his experience as they happily watched their inventories melt.

On the other side of the coin, barbecues, outdoor furniture, hoses and sprinklers had one of their worst spring selling seasons in years.

Last year's barbecue business wasn't too hot and a lot of retailers and manufacturers were stuck with heavy inventories. Everybody expected price to cause trouble this year. Poor spring weather intensified the inventory problem. The best selling barbecue in 1960 was a 24-inch unit with a motorized grill that sold for \$17.95. It was expected to be dumped this year for around \$14.95, but it's already selling under \$13 and the prospects are that it will go lower.

Outdoor furniture, hose and sprinklers also felt the effects of a cold wet season, but dealers aren't too pessimistic about the rest of the year. "We'll move our inventory if the weather warms up," one dealer predicted, "but we'll probably have to move it a price. Drugstores and supermarkets are giving us a lot of competition already."



PLAIN & FANCY is for kitchen, playroom or bath. Price: \$6.98. By G-E.



GOURMET, cordless, has ceramic herb dish for face. Price: \$14.95. By G-E.

black and ivory, 4 3/4 inches high, retails for \$4.98.

Fawn, which has one key for both time and alarm, comes in ivory or pink, 3 1/4 inches high, retails at \$3.98 for plain dial, \$4.98 for luminous one.

AT GENERAL ELECTRIC:

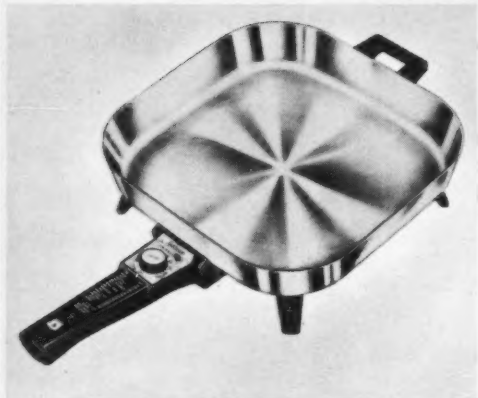
Clocks in telephone colors, ceramic plate design and a new alarm clock feature were the news from G-E's clock and timer department last week.

The new clocks are: Riser, #7279-K, at \$6.98, comes in telephone colors of beige, pink, turquoise or white. Gourmet, #2126, white ceramic face, cordless, at \$14.95, is 9 1/2 inches in diameter. Nocturne, nutmeg finish, alarm, 4 inches high, is \$10.95 for #7280 and \$12.95 for #7280-K (lighted dial).

Gentry, #8101, at \$14.95 in fruitwood finish comes in Early American style. Height is 8 3/8 inches. Also in Early American treatment is Virginian banjo clock, #2097, priced at \$14.95.

Continued on page 26

HOUSEWARES SHOWCASE



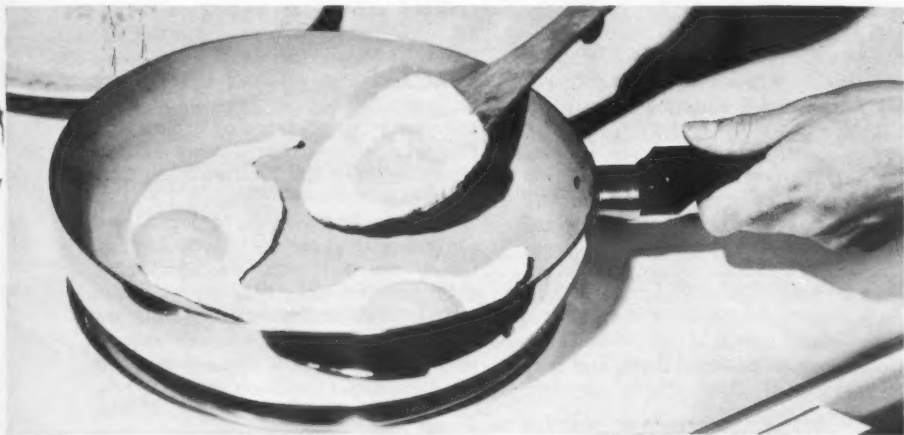
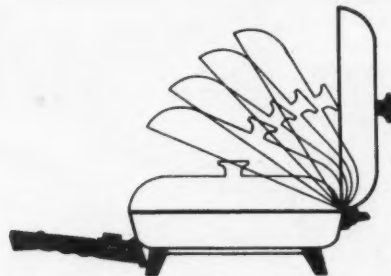
Sunbeam's New Six-Position, Immersible Frypan

Frypan features completely immersible, built-in heat control, six-position tilt cover (see photo right) and clover-leaf shaped heating element.

Models FPM-5C, FPL-5C and

FPS-5C carry suggested retail prices of \$24.95, \$28.95 and \$32.95 respectively (see EM WEEK May 29, p7).

Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50.



Another Non-Stick Frypan Entry

Ekco enters the non-stick aluminum frypan field with two Teflon-coated models: A 10-inch size at

\$6.49 and an 8-inch size at \$5.49.

Ekco Products Co., 1949 North Cicero Ave., Chicago 39.

EM WEEK REPORTS ON

HOUSEWARES

A CHERRYWOOD SALT AND PEPPER MILL SET is being offered free to each buyer of a G-E electric skillet, model C-112 or C-122. The cherrywood and brass sets are available to G-E dealers through their distributors. Also available are display cards that fit into the skillet lid and platforms to display the salt and pepper sets. ■

NOW A JAPANESE FLATWARE QUOTA FOR CANADA.

The two governments have agreed to limit to 642,000 dozens the export of stainless steel flatware from Japan to Canada. In 1960 Japan sent 1,150,000 dozens to Canada. ■

RED DEVIL'S NEW FLOOR-CARE SELLING CENTER is designed to combine sales and rentals of the company's floor polishers and floor-care supplies in a single merchandising display package. It's intended for use in supermarkets, hardware stores, variety stores, paint and floor covering stores, as well as smaller retail outlets. Stocking each display are three Houseboy (H-88) polishers; a line of six types of Houseboy floor-care pads; a rug-cleaning kit and liquid dispenser and a new floor-care liquid, "Buff-Bright." The merchandiser will be loaned without cost to any outlet stocking the minimum basic merchandise. ■

THREE NEW SCALE DEALS ARE BEING OFFERED dealers by the Borg-Erickson Corp. Deal 600, the smallest of the three, consists of six scales ranging in price from \$7.95 to \$10.95 and a countertop display stand that holds four scales. In Deal 1200 there are 12 scales ranging from \$7.95 to \$14.95 and a floor display that holds eight units. The 20-scale assortment in Deal 2001 ranges in price from \$7.95 to \$17.50. The display stand holds 12 scales. ■

WOOLCO DEPARTMENT STORES IS NAME that F. W. Woolworth Co. has chosen for its new chain of discount stores, according to Robert C. Kirkwood, president. He said the stores will be established on a nationwide basis and the first one is expected to open before the end of 1961. He stressed that there would be little overlapping in merchandise between company's two chains. Objective: "To make Woolco Department Stores second to none in service and in offering customers complete lines of merchandise at the lowest possible prices." ■

LATEST WORD FROM U.S. EMBASSY IN LONDON is that the number of members of the National Housewares Manufacturers Assn. that will exhibit in the new U.S. Trade Center has jumped to 60. The exhibit will open June 26 and run to Aug. 4. Kitchen equipment, garden furniture, gardening equipment, household cleaners, bathroom fixtures, and cutlery will be included in the exhibit. ■

APPLIANCE-TV

CHEAPER COLOR TV is claimed by Paramount, which showed a set using the one-gun "chromatic" tube developed by Autometric Corp., a Paramount subsidiary. Estimated cost reduction: 25%. Vice President Paul Railbourn said Paramount has been talking to "three big TV makers" about the tube, but so far only non-commercial licenses have been granted. ■

LOWER PRICES FROM JAPAN were announced as MITI set a new "export guidance price" for transistor kits—six transistors and one diode a kit—at \$1.60, a drop of 99 cents below the previous price. The new price is effective today. But MITI said the discount price available in the exporting of large consignments would be abolished "in principle." Discounts had ranged from 20% to 30% off list on consignments of more than 10,000 units. ■

WELBILT PLANS THERMOELECTRIC REFRIGERATOR for the consumer market by 1962—at a price "competitive with compressor equipment." Prototype unit has a 1½-cubic-foot refrigerator and a freezer that'll hold two ice cube trays. If the company follows through with plans, the unit would have an under-\$100 tag.

FOUR HIGH-CAPACITY AIR CONDITIONERS were introduced by Fedders. The new units, with Btu capacities of 24,000 to 28,000, are said to be large enough to cool "the average one-floor open plan contemporary home." The "Everest" models, operating off 208-230 volts, are window size and said to be quiet. ■

COMMON STOCK OF THE SONY CORP. is on the public market, the first stock of a private Japanese company to be offered publicly in the U.S. since World War II. The sale was of 200,000 American depositary receipts, representing 2 million Sony shares. The ADR price is \$17.50 each. Sony expansion is envisioned in the stock offering. ■

NARDA'S GAIL PINKSTAFF, who resigned as the association's executive vice president, has joined Quality Brands Associates, a trade organization, as staff executive. ■

QUOTE OF THE WEEK: "For years we've been selling refrigerators when we should have been selling refrigeration. We've been selling air conditioners, heaters, air cleaners and dehumidifiers when we should have been selling year-round comfort. We've been selling TV, radio and hi-fi sets when we should have been selling home entertainment." The result, continued Chris J. Witting, Westinghouse consumer group vice president, is that modern houses are not "functionally sound," are filled with "gadgets which in many instances work counter to the best interests of one another." ■



Apartment-size dishwasher from Temco will open up new market, company feels.

How Temco Breaks Into Dishwashers

"We're not going into competition with the people already in the field; we're opening an entirely new market." That's how Temco Industrial's general manager, Leon Mason, sees the company's first move into appliance sales.

Pointing to a 7.2% dishwasher market saturation, Mason attributes it to the lack of flexibility of present units. Temco claims its dishwasher can be installed in any kitchen, in 11 different ways.

The unit was introduced at the Chicago Builders' Show in February. At the time, buyers seemed to be interested in the claims, but Temco wasn't ready to talk sales. Now, with full-scale production under way, the company's pushing hard to build up a distribution network.

By July, Temco expects to be turning out 300 units a day. End-of-the-year production figures are expected to hit 70,000 and Mason sees 300,000 units coming off the production line in 1962.

Commercial shipments started June 5. Distribution is being handled by 17

manufacturer representatives. Retail sales will be through department stores, appliance stores, kitchen planners, remodeling contractors and home builders.

Units have already been delivered to Abraham and Straus in New York, are on order for Macy's, Marshall Field and Carson, Pirie, Scott in Chicago, Broadway Stores in Los Angeles, J. L. Hudson in Detroit, Jordan Marsh in Boston, Sanger Brothers and Titcher-Goettinger in Dallas. According to Temco's marketing consultant, Stanley Silber, firm orders are in hand for over 2,000 units.

Suggested list prices on the dishwasher range from a low of \$199.95 for smallest unit to a high of \$279.95. Three sizes are offered: A six-service, 10, and 15. The six-service unit is 13 inches deep and 15 inches high. All three models are 30 inches in length. Dishes are washed and steam-cleaned in 25 minutes. The machine's controls and motor are mounted on a sliding chassis to facilitate more ease of servicing.

What A Dealer Told IAM

Dealer Maurice Cohen, president of Lechmere Sales, Cambridge, Mass., left his halo polish behind when he went to Cincinnati last week to speak before the 29th annual convention of the Institute of Appliance Manufacturers.

The manufacturing-type podium pounders preceding him called for a general ethical rearmament in the appliance industry, but Cohen got down to specific dealer gripes—specific enough to cause some squirming in his manufacturer-supplier audience.

Here's how he pounded them, and how he suggested they might improve dealer relations:

"Shorten the distance between the manufacturer and the retailer and eliminate the roadblocks in between." Who's the main roadblock? For the mass mover, Cohen said, it's the distributor.

"The mass mover requires more product knowledge, better sales assistance and expert promotional advice . . . these needs of the mass mover have not, are not, and will not be provided by the traditional distributor who by virtue of exclusivity and tenure feels that dealers of any size who want the product must buy from him."

Who loses when manufacturers lose contact with retailers? Both groups, Cohen pointed out. Manufacturers shut themselves off from the best source of information available on what the public wants in the way of products. They leave themselves open for dumps and losses on mistakes and mediocre lines. And dealers, Cohen feels, lose money on moving this kind of merchandise.

"Do something to correct the present state of confusion, the total lack of coordination, in the gas appli-

Continued on page 22

What makes **HOOVER** biggest in home care appliances?

TRAINING



Hoover's proven sales-training program helps sharpen salesmen's selling edge!

If your walkouts are on the increase, or if you just want to build a fire under your sales force, Hoover's product-information and sales-training program can help. At your invitation a Hoover representative will meet with your sales staff and review the exclusive sales features of every product in the line. He'll also outline sales approaches and demonstration techniques that have proven most effective for others.

Judging from the reports of dealers who have participated in this program, this refresher course really produces results.

If you'd like to see what it can do for your salespeople, just contact your Hoover representative. He'll put in an information meeting whenever you say so. The Hoover Company, North Canton, Ohio.

HOOVER.

FINE APPLIANCES...around the house, around the world.



ACCENT ON PROSPERITY

All of these outstanding leaders in the appliance and electronics industries are ready to help you launch your "Project Prosperity," June 18-24, in The Merchandise Mart. They have the *right* goods at the *right* price for you.

Acme National Refrigeration Co. • Admiral Corporation • Albion Div.—McGraw Edison Co. • Amana Refrigeration, Inc. • American Motors Corp.—Kelvinator, ABC & Leonard Divisions • Athens Stove Works, Inc. • The Auto Stove Works, Inc. • The Barton Corp. • Ben-Hur Manufacturing Co. • Blackstone Corp. • Caloric Appliance Corp. • Central Rubber & Steel Corp. • Clairtone Sound Corporation Limited • Coppes, Inc. • Crown Stove Works, Inc. • Dearborn Stove Company • Easy Laundry Appliances Div. The Murray Corp. of America • General Dynamics-Electronics, Div. of General Dynamics Corp. • General Electric Co.—Housewares & Comm'l Equipment Div. • General Electric Co.—Major Appliance Div. • General Electric Co.—Radio & Television Div. • Gibson Refrigerator Sales Corp.—Div. The Hupp Corp. • Hamilton Manufacturing Co. • Heil-Quaker Corp. • The Hobart Mfg. Co.—Kitchen Aid Div. • The Hoover Co. • Ironrite, Inc. • Lewyt Corp. • Magic Chef, Inc. • The Magnavox Co. • Majestic International Sales Div. • The Manitowoc Company, Inc. • Marquette Corporation • The Maytag Company • R. S. McMahon Associates, Inc. • Monitor Equipment Corp. • Mutschler Brothers Co. • Norge Div.—Borg-Warner Corp. • O'Keefe & Merritt Co. • Philco Corp. • Quicfrez, Inc. • Radio Corp. of America • Revco, Inc. • George D. Roper Corp. • St. Charles Mfg. Company • Speed Queen—Div. of McGraw-Edison Co. • The Sunray Stove Company • Sylvania Home Electronics—Div. of Sylvania Electric Products, Inc. • The Tappan Company • Toastmaster Div.—McGraw-Edison Co. • Waste King Corporation • Wedgewood Holly Appliance Co. • Welbilt Corporation • Westinghouse Electric Corp. • Whirlpool Corporation • The Wilcox-Gay Corporation • Youngstown Kitchens—Div. of American-Standard Corp. • Zenith Sales Corporation



Don't miss "Project Prosperity" during the International Home Furnishings Market in Chicago



THE MERCHANDISE MART

LAURENCE WRAY EDITOR

ROBERT K. MOFFETT MANAGING EDITOR

Anna A. Noone, Associate Editor, New Products; Jacob B. Underhill, Copy Chief; Philip Noehlin, Associate Editor; Warren S. Ackerman, Associate Editor; Freda S. Miller, Assistant Editor; Donald S. Rubin, Assistant Editor; B. H. Schellenbach, Assistant Editor; James Buchanan, Assistant Editor; Jonathan Holstein, Assistant Editor; John L. Kernell, Assistant Editor. FIELD EDITORS: Ken Warner, Midwest Editor; Martha Alexander, Editorial Assistant; Howard Emerson, West Coast Editor; Wayne R. Smith, Editor of Home Goods Data Book; Nancy Prescott, Assistant. RESEARCH DEPARTMENT: Marguerite Cook, Research Director; James F. Shea, Research Assistant; Marjorie Fisher, Assistant, Chicago. ART DEPARTMENT: Barbara Ellwood, Art Director; Marianne Farrell, Assistant; Eli W. Goldowsky, Assistant; Pat McHugh, Production Editor.

DEPARTMENT OF ECONOMIC SERVICES: Douglas Greenwald, Manager; Dexter Keezer, Advisor. NEWS BUREAU: John Wilhelm, Director, World News; George Bryant, Director, Washington Bureau; ATLANTA: B. E. Barnes; CHICAGO: Stewart W. Ramsey; CLEVELAND: Arthur Zimmerman; DALLAS: Marvin Reid; DETROIT: Donald MacDonald; LOS ANGELES: Kemp Anderson; SAN FRANCISCO: Jenness Keene; SEATTLE: Ray Bloomberg; LONDON: John Shinn; MOSCOW: Ernest Conine; BONN: Pete Forbath; PARIS: Robert Farrell; TOKYO: Sol Sanders; CARACAS: John Pearson; MEXICO CITY: Peter Weaver; BEIRUT: O. M. Marashian.

CASWELL SPEARE PUBLISHER

ELECTRICAL MERCHANDISING WEEK is published weekly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder. See panel below for directions regarding subscription or change of address.

EXECUTIVE, EDITORIAL, CIRCULATION and ADVERTISING OFFICES: 330 West 42nd St., New York 36, N. Y. OFFICERS OF THE PUBLICATIONS DIVISION: Nelson L. Bond, President; Shelton Fisher, Wallace F. Traendly, Senior Vice Presidents; John R. Callahan, Vice President and Editorial Director; Joseph H. Allen, Vice President and Director of Advertising Sales; A. R. Venezian, Vice President and Circulation Coordinator. OFFICERS OF THE CORPORATION: Donald C. McGraw, President; Joseph A. Gerardi, Hugh J. Kelly, Harry L. Waddell, Executive Vice Presidents; L. Keith Goodrich, Vice President and Treasurer; John J. Cooke, Secretary.

UNCONDITIONAL GUARANTEE: Our primary aim is to provide subscribers with a useful and valuable publication. Your comments and suggestions for improvement are encouraged and will be most welcome. The publisher, upon written request from any subscriber to our New York office, agrees to cancel any subscription if **ELECTRICAL MERCHANDISING WEEK** is unsatisfactory for any reason.

SUBSCRIPTION PRICE: Available only by paid subscription. Publisher reserves the right to refuse non-qualified subscriptions. Subscriptions to **ELECTRICAL MERCHANDISING WEEK** solicited only from dealers and/or distributors of appliances, radio-TV sets or housewares. Position and company connection must be indicated on subscription orders. Single copies: \$5.00. Subscription price in the United States and possessions: \$2.00 for one year.

Printed in Chicago, Ill.; second-class mail postage paid at Chicago, Ill. Title ® registered at U. S. Patent Office. © Copyright 1961, McGraw-Hill Publishing Co., Inc. Quotations on bulk reprints of articles available on request. All rights reserved, including the right to reproduce the contents of this publication, either in whole or in part.

SUBSCRIPTIONS: Send subscription correspondence and change of address to Fulfillment Manager, **ELECTRICAL MERCHANDISING WEEK**, 330 West 42nd St., New York 36, N. Y. Subscribers should notify Fulfillment Manager promptly of any change of address, giving old as well as new address, and including zone number, if any. If possible enclose an address label from a recent issue of the magazine. Please allow one month for change to become effective. Postmaster: Send Form 3579 to **ELECTRICAL MERCHANDISING WEEK**, 330 W. 42nd St., New York 36, N. Y.

VIEW OF FUTURE

IN CHICAGO next week, the International Home Furnishings Exposition opens. **EM WEEK** will be there to report on what's new in the appliance-TV business. Don't miss the coverage of this important annual show.

JUNE 12, 1961

EM WEEK READERS SAID . . .

EM WEEK welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

Editor, EM WEEK:

We read with some surprise in your Ahead in the News column of the May 29 issue that "first fully transistorized FM tuner will be marketed in late July by Transis-Tronics of California."

We felt that you people would be interested to know that the Rittenhouse Co. introduced last fall a transistorized residential intercom system

which includes fully transistorized AM and FM radio. We have been shipping these systems since December, 1960, with highly complimentary results, and we believe we still have the only successful transistorized FM tuner operating from a.c. house current.

May we also advise that we at Rittenhouse read and appreciate the up-to-the-minute reporting in **EM WEEK**.

R. S. Allen
Sales Manager
The Rittenhouse Co.
Honeoye Falls, N.Y.

Editor, EM WEEK:

Columnist Brockwell's plan on "Here's How to Lessen 2-Trip Jobs" in the May 29 issue is very feasible and practical for the manufacturer's central service and the self-servicing dealer who only handles and sells two

or three makes. But for the independent repair-service it is neither feasible, nor practical, because of:

1—The lack of cooperation by the maker in sending service and parts data to the independent.

2—The time lag between the issuing of service and parts data.

3—The constant production changes (for quality?) with no standardizing of functional appliance parts or components.

4—Lack of surplus capital to carry this overhead expense.

5—The piracy known as a restocking charge.

This plan might work for the independent with a good credit rating if the manufacturer consigned a supply of parts to service.

Henry F. Boehm, Jr.
Major Appliance Service Co.
Wappinger Falls, N.Y.



Here, they relax together. And together Mr. and Mrs. Paul Readett operate the Frontier Refrigeration Co., a very successful Frigidaire Appliance Store in Buffalo. After 21 years of appliance selling, Paul and his wife, Laura agree that:

"Only Frigidaire really has that sales touch!"

"There's something better about the way Frigidaire Appliances are styled and built. Prospects are attracted by it. Customers compliment you on it long after they've bought. It's that Frigidaire Touch, I guess. It's a real sales touch you just can't beat."

Lately, appliance purchasers are putting on extra pressure to get craftsmanship, engineering, styling and features. And those are the very things that make up That Frigidaire Touch—an exclusive we've had for a long time.



FRIGIDAIRE
DIVISION OF GENERAL MOTORS

REFRIGERATORS • ELECTRIC RANGES • AUTOMATIC WASHERS • AUTOMATIC DRYERS • FOOD FREEZERS • ROOM AIR CONDITIONERS • DISHWASHERS • BUILT-IN RANGES • DISPOSERS • ELECTRIC WATER HEATERS • ICE CUBE MAKERS

GECC helps

WHAT'S NEW IN



you sell

SALES FINANCING?



**You can close "Add-On"
sales on the spot...
without red tape**

One of the most effective sales financing tools for building dealer sales is GECC's Progressive "Add-On" Plan. It has helped General Electric and Hotpoint dealers resell millions of customers for more than 28 years.

Now—thanks to a new data-processing system — GECC presents an even more simplified "Add-On" Plan to increase your repeat sales. You close sales more quickly, compute contracts more easily, get faster service from GECC.

Find out more about the new, simplified "Add-On" Plan (and the other time-sales features that can help build sales and profits). Contact your local GECC office or representative today.



*Offering General Electric and Hotpoint Dealers the
finest in Inventory and Time-Sales Financing Service.*

YOUR personal BUSINESS

Fingers In Ears Dept.: Devotees of oldtime firearms will gather to shoot it out at a muzzle loaders' festival, Greenfield Village, Dearborn, Mich., June 24-25. Any takers?

▲ ▲ ▲

How about those sun-less chemical tanning lotions? With summer well on its way, the question becomes an important one—especially if you have teenagers around the house.

The lotions appear to be harmless, but they're too new for any conclusive judgment about their safety. So says an article in "Today's Health," an American Medical Assn. publication.

Reason for the double-barrelled answer: Dermatologists can't agree and say they need more time and research.

Here are the conclusions of the article:

- Products considered in the studies all contained a chemical tanner which had as its base dihydroxyacetone (DHA) and there are strong indications that DHA preparations are "far from being perfected." Some of their imperfect results: Streaking, uneven color and a blotchy or mottled effect.

- While DHA itself appears to be nonallergenic, the added ingredients might be. So, the article suggests, people with a predisposition to allergic reactions should be very careful about using the lotions.

Two warnings:

- Be dubious of ads that claim unqualifiedly that the color you get looks like a natural tan or that you will be able to get the exact shade you want.

- Since not all products are adequately labeled, it's best not to use a DHA product as a sunburn preventive unless the label clearly says that it contains a sunscreen agent.

▲ ▲ ▲

Do you withhold taxes from your employees' wages? If you do—and if you've fallen into the habit of deferring paying the government the money you've withheld—watch out.

The Internal Revenue Service has stepped up collection processes for taxes that have been withheld but not paid when due. As Commissioner Mortimer M. Caplin explained, these are trust fund collections belonging to the U.S. and are in no way to be considered available for use by employers.

To collect, IRS is putting into effect new, streamlined procedures which will allow it to initiate notice of tax lien or other forced collection methods within a few days after the service discovers an employer is holding back.

▲ ▲ ▲

Have you ever looked into "no-load" mutual funds as investment possibilities? "Dun's Review," a Dun & Bradstreet publication, suggests them as a way of saving up to 8% on every investment.

(No-loads are mutual funds not promoted publicly through advertising, sales staffs or commissioned brokers. They sell at net asset value—hence the 8% saving.)

The key question is, of course, how well do no-loads manage their stockholders' money. "Dun's Review" said "on the whole at least as well as the average load-charging mutual fund. The facts and figures tend to show that the 8% saving in sales commission involves no sacrifice in quality of investment management."

Naturally, not all no-load funds have done equally well. So, if you're interested, the best path would be a cautious one, well-paved with advice from a professional.



"I thought I'd try a little of the old-fashioned type merchandising . . ."

A DISTRIBUTOR SALESMAN



**Say It—
But Skip
The Music**

The age of singing salesmanship is very apt soon to burst full force upon an unsuspecting appliance business. An industry which once prided itself on its hard sell and its realism is turning out to be a big push-over for the shuffle-off-to-Buffalo boys.

From Las Vegas to Miami, from factory showings to distributor open houses, the mania for entertainment in delivering a sales message, it seems, has now gotten a pretty firm grip.

In fact, it is getting so these days that the first decision that must be taken about a new line showing is whether it should be staged with or without music.

If the trend keeps growing, people in the appliance business will no longer speak to one another. They will sing to one another. And salesmen will be hired not because of their persuasive ability but because they are good baritones.

Of the most recent factory sales conventions which I have attended, all, with one exception were staged as musicales, of one kind or another. A few might qualify as a poor man's South Pacific. Some would make a high school musical comedy seem like a Broadway hit. And others were painful pieces of theater that never should have been written in the first place, but since they were, they should have been burned and the authors banished to selling appliances to discount house chains at single-lot dealer prices.

In these times when each sale seems like pulling a tooth, many musical new line showings are going over like the proverbial lead balloon. It isn't the music or the costumes of the worst of Madison Avenue and old-time vaudeville that appear to be dredged up for these conventions. It is the method of presentation. The musical conveys the impression that selling the new line will be all hearts and flowers and that the salesman will enter a never-never land where "all that you have to do is show the models and take the orders."

It is all made to seem so painless and easy and entertaining. But any salesman knows that selling appliances today is neither painless, easy nor very entertaining. And I wonder just how much resentment is created inside these salesmen at this kind of a sales pitch.

But when the happy voices sing at a convention telling an assemblage of hard-eyed salesmen on furlough from the appliance wares how easy it is going to be when they get back to the front line of order taking—that is another matter. This is singing to sales pros, not to shut-ins, housewives or teenagers.

Now I know that the soaring '60s have promised us a golden age of selling. But I think that we have a little way to go yet before we all go around singing barber shop quartets about our products or asking for an order by bursting into an operatic aria.

There is a disturbingly familiar air about sales convention musicales which makes a suspicious mind wonder if they are being produced by the same theatrical geniuses who put Hollywood on the rocks. But this is obviously untrue since these drama wizards are now putting television programming on the skids.

So the guilt, or the praise, must fall elsewhere. But whoever is running these musical sales shows (at least as far as distributor salesmen are concerned) please let's have a little less "Death of a Salesman," set to music, and a little more of "I Can Get It For You Wholesale." But just the lyrics. No music, please.

ABOUT THE AUTHOR—The creator of this column is a well-known distributor sales manager, who, for obvious reasons, doesn't want to be identified. His free-wheeling comments will appear here each month.

ELECTRICAL MERCHANDISING WEEK

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!



THIS IS A DEALER'S CHAIR OF KNOW- HOW

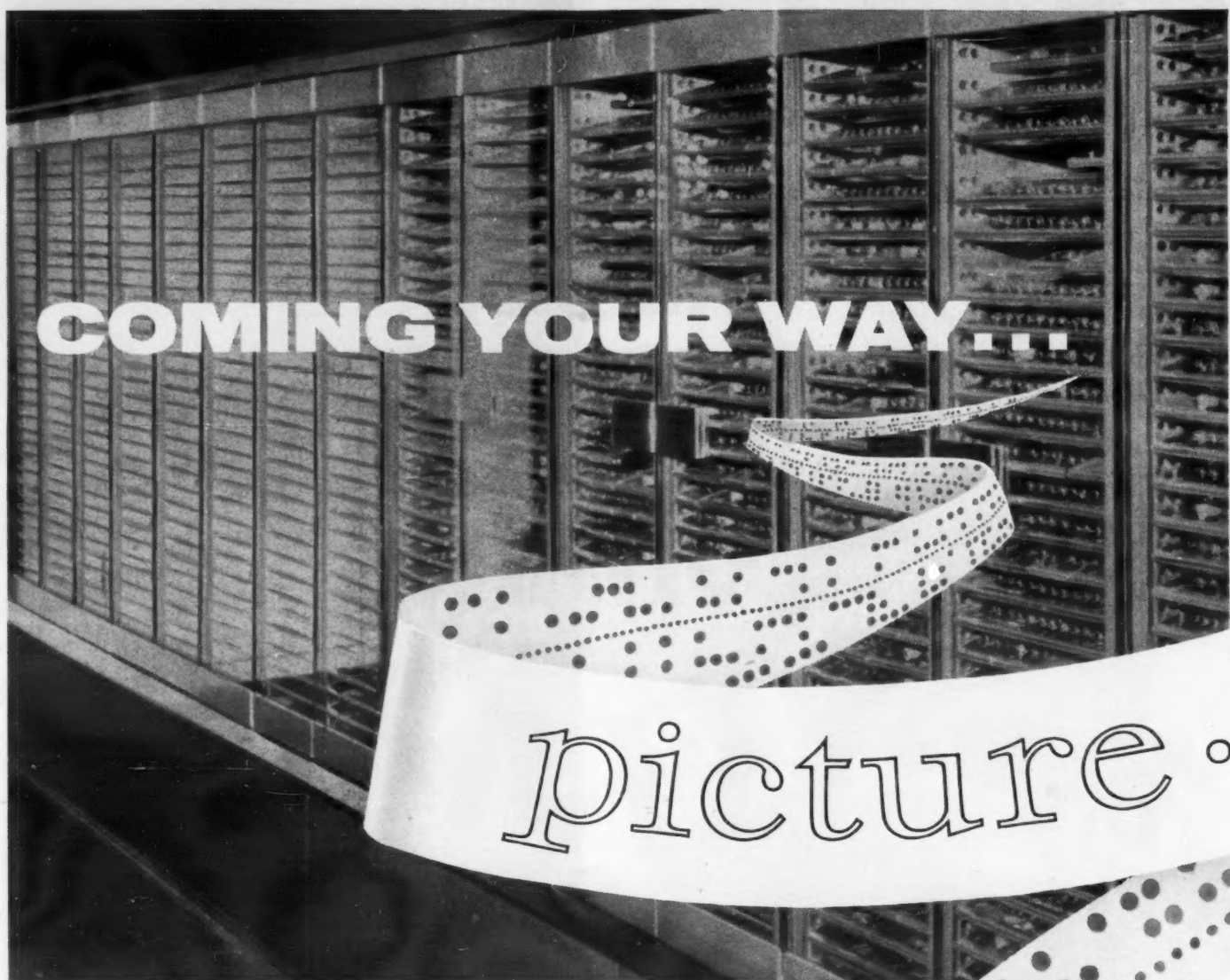
Physically, it is just another swivel chair, but its significance for the appliance industry is great. It symbolizes the Whirlpool Chair of Marketing established at American University in Washington, D. C. The professor occupying this chair is studying the problems of appliance retailing and working to develop management and marketing help for appliance dealers. This is no ivory-tower assignment. It is a practical approach to strengthening our industry by helping retailers become more skillful businessmen. We are proud to have the opportunity of making this contribution to a more progressive, stable, secure appliance industry . . . another reflection of our promise, "Your greatest asset is our quality performance."



ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



**...a totally new
concept in
TV performance!**

See it on display at your
Sylvania distributor's
open house

You're about to see and hear the most powerful new
selling idea in TV in decades . . . and only Sylvania
has it! You'll get the whole exciting story at your
distributor's open house. Don't miss it!

Because in just a few weeks we'll be beating the
drum in national advertising, customers will be flock-
ing into your store to see new Sylvania Picture-
Computer TV for themselves, and you'll want to be
ready!

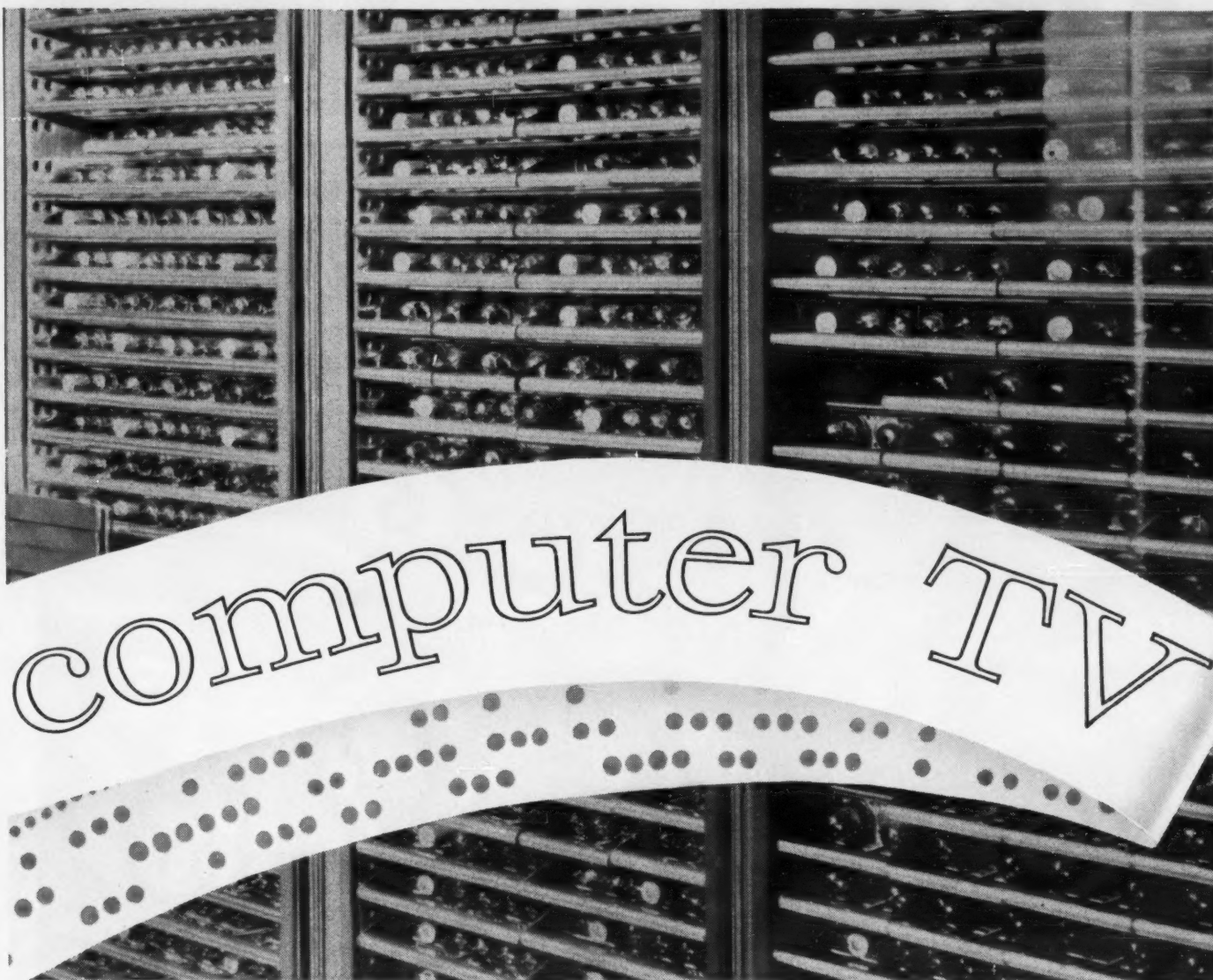
If you are in Chicago for the market opening, be
sure to see Sylvania Picture-Computer TV at
the Merchandise Mart, Space 1149.

SYLVANIA

SUBSIDIARY OF

GENERAL TELEPHONE & ELECTRONICS





Check here for the time and place of your distributor's open house

ALABAMA Birmingham Electric Constructors of Alabama, Inc. Electric Constructors' Showroom June 15, 16 Dothan Mack Electric Supply Co. Houston Hotel June 14, 15 ARIZONA Phoenix J. N. Ceazan Company J. N. Ceazan Showroom June 19, 20, 21 ARKANSAS Little Rock Douglass Distributing Co. Douglass Distributing Showroom June 18, 19 CALIFORNIA Fresno Billings & Schattinger Billings & Schattinger Showroom June 24, 25, 26 Los Angeles J. N. Ceazan Company J. N. Ceazan Showroom June 19, 20, 21 San Diego J. N. Ceazan Company J. N. Ceazan Showroom June 19, 20, 21 COLORADO Denver Boyd Distributing Co., Inc. Boyd Distributing Showroom June 24, 25, 26 CONNECTICUT Hamden B. H. Spinney Co. B. H. Spinney Showroom June 19, 20, 21 DISTRICT OF COLUMBIA Washington American Wholesalers The Presidential Arms June 27, 28, 29 FLORIDA Miami Neil Distributors Inc. Eden Roc Hotel May 26 Orlando Neil Distributors Inc. Angebilt Hotel June 13, 14, 15, 16 Pensacola Mack Electric Supply Co. Pensacola Beach Casino June 21, 22 GEORGIA Atlanta Electric Sales & Service Co. Electric Sales' Showroom Week of June 26 Savannah Electric Sales & Service Co. Electric Sales' Showroom Week of June 26 HAWAII Honolulu Nylen Bros. Place to be announced July 16, 17 INDIANA Indianapolis Litteral Distributing Company Litteral Showroom July 9, 10, 11, 12 South Bend Midwest Sales & Service Inc. Midwest Sales' Showroom Week of June 19 IOWA Davenport Republic Refrigeration Wholesalers Blackhawk Hotel June 18, 19 Des Moines Gifford-Brown Inc. Gifford-Brown Showroom June 18, 19 KANSAS Wichita Siebert & Willis, Inc. Siebert & Willis' Showroom July 9 KENTUCKY Louisville Cooper-Louisville Co. Kentucky Hotel June 28, 29 LOUISIANA Shreveport Koelemay Sales Company, Inc. Koelemay Sales' Showroom June 22 MAINE Portland The Emery-Waterhouse Company The Emery-Waterhouse Showroom June 27, 28, 29 MARYLAND Baltimore The Baltimore Gas Light Co. Baltimore Gas Light Showroom June 20, 21 MASSACHUSETTS Springfield B. H. Spinney Co. B. H. Spinney Showroom June 22, 23 Worcester Choquette & Co., Inc. Bancroft Hotel June 27 MICHIGAN Detroit Peninsular Distributing Company Peninsular Showroom Week of June 19 Grand Rapids Radio Distributing Co. Radio Distributing Showroom June 21, 22 MINNESOTA Mankato Southern Minnesota Supply Co. Southern Minnesota Auditorium June 19 Minneapolis Northwest Electronics Corp. Highways #12 & 100 June 19, 20 Rochester Southern Minnesota Supply Co. Wade's, Opposite Miracle Mile June 20 MISSOURI Kansas City Interstate Distributors Interstate Distributors' Showroom June 25, 26 NEBRASKA Omaha Allied Distributing Company Allied Distributing Showroom June 18, 19 NEW HAMPSHIRE Manchester The Emery-Waterhouse Company The Emery-Waterhouse Showroom June 19, 20, 21 NEW JERSEY Newark Igoe Bros., Inc. Military Park Hotel June 20, 21 NEW YORK Buffalo Cladco Distributors, Inc. Cladco Distributors' Showroom June 25, 26 New York Igoe Bros., Inc. St. Moritz June 21, 22 Poughkeepsie Empire State Wholesalers, Inc. The Nelson House June 30 Troy Empire State Wholesalers, Inc. Empire State's Showroom Week of June 20, 21 NORTH CAROLINA Charlotte Hough-Wylie Company Hough-Wylie Showroom June 15 Greenville Carolina Sales Corporation Carolina Sales' Showroom June 27 NORTH DAKOTA Bismarck Rott-Keller Supply Co. Place to be announced Week of June 26 Fargo Rott-Keller Supply Co. Rott-Keller Showroom June 18, 19 Minot Rott-Keller Supply Co. Place to be announced Week of June 26 OHIO Cincinnati Floyd & Co., Inc. Floyd & Co. Showroom Week of June 26 Cleveland G. M. Nutter, Inc. G. M. Nutter Showroom June 18 through 23 Columbus Thompson & Hamilton, Inc. Thompson & Hamilton Showroom June 25, 26 Dayton Yonts Radio & Appliance Co. Yonts Display Floor June 21 Toledo Arnold Equipment Co. Arnold Equipment Showroom June 21, 22 Youngstown G & W Distributing Co., Inc. G & W Distributing Showroom June 18 through 23 OKLAHOMA Oklahoma City Gas & Electrical Equipment Co. Gas & Electrical Equipment Showroom June 18, 19 Tulsa Gas & Electrical Equipment Co. Gas & Electrical Equipment Showroom June 18, 19 OREGON Portland Fowler Distributing Company Fowler Distributing Showroom June 25, 26 PENNSYLVANIA Allentown Allentown Wholesale Distributors, Inc. Hotel Traylor June 27, 28 Pittsburgh Graybar Electric Company, Inc. Graybar's Showroom June 20, 21, 22 Scranton The Charles B. Scott Co. The Charles B. Scott Showroom June 28, 29 York Careva Corporation Careva Corporation Showroom June 21, 22, 23 RHODE ISLAND Providence Choquette & Co., Inc. Choquette's Showroom June 20 SOUTH CAROLINA Columbia Carolina Sales Corporation Carolina Sales Corporation Showroom June 29 SOUTH DAKOTA Aberdeen Burghardt Radio Supply Co. Helen's California Kitchen Melgaard Rd. June 26 Rapid City Burghardt Radio Supply Co. Burghardt's Store June 30 Sioux Falls Burghardt Radio Supply Co. Sheraton-Cataract Hotel June 28 Watertown Burghardt Radio Supply Co. Burghardt's Store June 27 TENNESSEE Bristol Interstate Hardware Company, Inc. Interstate's Showroom June 21 Memphis Woodson & Bozeman Inc. Woodson & Bozeman Showroom June 28 Nashville Moore-Handley Hardware Co., Inc. Moore-Handley Showroom June 21, 22 TEXAS Dallas The Sabine Supply Company Sabine's Showroom June 25 Houston The Sabine Supply Company Sabine's Showroom June 25 San Antonio The Sabine Supply Company Sabine's Showroom June 25 UTAH Salt Lake City The Salt Lake Hardware Co. Salt Lake's Showroom June 28, 29 VERMONT Burlington J. S. George Supply Co. J. S. George Showroom June 23, 24, 25 VIRGINIA Richmond Goldberg-Tiller Corporation William Byrd Hotel June 27, 28 WASHINGTON Seattle J. W. Phillips Distributing Co. J. W. Phillips' Showroom June 25, 26 Spokane Tel-Electric Distributors, Inc. Tel-Electric Showroom June 25, 26 WEST VIRGINIA Welch Jones & Cornett Jones & Cornett Showroom June 14, 15 WISCONSIN Eau Claire Southern Minnesota Supply Co. Southern Minnesota Auditorium June 22 Green Bay William Van Domelen Company, Inc. William Van Domelen Showroom June 24, 25 La Crosse Southern Minnesota Supply Co. Southern Minnesota Auditorium June 19 Milwaukee Tryman Distributors, Inc. Tryman Distributors' Showroom June 25, 26

WHO?

...HAS THE MOST VALUABLE RETAIL
FRANCHISE IN THE APPLIANCE INDUSTRY


...is represented at the factory by a Dealer Council, active appliance dealers who consult and advise in matters affecting dealers

...has the backing (in writing) of a billion dollar corporation — in a joint pledge of quality, honesty, and fairness to his community

...speaks directly to millions of prospects on network television — paid for by a company that advertises its dealers...not just itself

...has the fastest electronic parts replacement system



 Through the miracle of Tele-Matic Service, Westinghouse now gives its dealers faster parts replacement than ever before. From anywhere in the country, closed-circuit teletype immediately speeds orders to a central parts depot. Here, an electronic brain receives the order and automatically processes it the same day. Parts are in the dealer's hands in

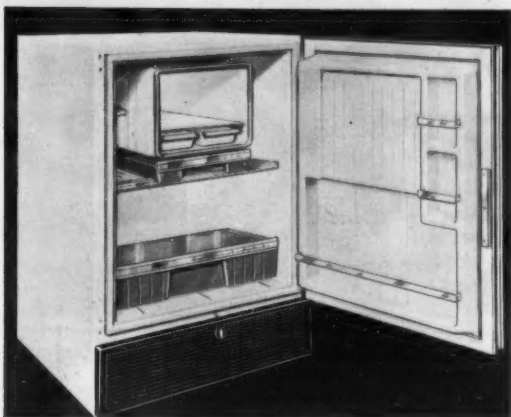
a fraction of the time formerly required. In addition, more efficient inventory control for Westinghouse service trucks assures servicemen that proper parts are available on every call. For details on the industry's most valuable franchise, call your Westinghouse Distributor or write Dealer Development Department, Mansfield, Ohio. *You can be sure . . . if it's Westinghouse.*

YOU!



WHEN YOU'RE A **Westinghouse dealer**

new products



MARVEL COMPACT REFRIGERATOR



MARVEL COMPACT FREEZER

MARVEL Compact Refrigerator And Freezer

Styled to fit the most modern interior, Marvel's refrigerator is available with standard white enamel or copper door. Door has no projecting hardware and opens full 90 deg. even when mounted in a corner. Additional storage space has been provided in door which can easily be converted for right- or left-hand opening.

Magnetic latch assures easy opening. An extra-large freezer compartment has also been added. One-piece molded plastic interior can't rust, fade, stain or chip.

Designed for recessed or undercounter installation, hermetically sealed, fan-cooled Tecumseh compressor unit requires no ventilation. Available in 4 cu. ft. for 110v current or a 12v system for emergency or field operation.

Marvel also announces a compact freezer designed for undercounter installation. The 4.3-cu.-ft. cabinet, which holds 150 lbs. of frozen foods is adequate to meet freezer needs of average family.

Freezer is styled to fit into modern interiors and is a space saver when installed under countertop. Door has no projecting hardware and like the refrigerator opens a full 90 deg. even when mounted in a corner. Can also be converted for right- or left-hand opening. Shelves built into door assure extra storage. Magnetic latch meets all safety standards. Cabinet temperatures can be maintained below zero even in room temperatures as high as 110 deg. First and third shelves are "fast freeze" or can be used to store items requiring low temperatures. Interior of freezer features a one-piece molded plastic surface which can't rust, fade, stain or chip and has no seams to catch food odors.

Standard door colors are white or coppertone, with stainless steel or other colors optional. Freezer can be recessed or elevated. *Marvel Industries, Inc., Sturgis, Mich.*



KITCHENAID Dishwasher-Sink Cabinet Combination

A new dishwasher-sink cabinet combination for replacement of outmoded sinks or sink cabinets in older homes and apartments and for installations where a dishwasher combined with cabinet space is desired is announced by KitchenAid. The 40-in. cabinet unit can be installed with minimum remodeling in space left by old sink, and has ample space for food waste disposer connection. Unit is 36 in. high with a 4-in. high backsplash.

A 2-position upper rack with adjustable dividers can be adapted for large pieces for variable loads. All-purpose load includes all items used to prepare and serve an informal dinner for eight. New front-loading dishwasher-sink cabinet combination has pushbutton control for starting full

wash and dry cycle of 43 min. It includes time for filling and draining. There also is a 19-min. plate warming cycle.

Washing action has been approved through modification of jet openings in revolving wash arm providing guided washing action. Dual-detergent dispenser gives a choice of power pre-rinse and wash or double power wash, followed by 3 power rinses and a system of fan-circulated, flowing hot-air drying. Detergent is automatically dispensed for each wash. A rinsing agent dispenser is optional. Dishwasher-sink unit is available with porcelain-on-steel sink top and backsplash or stainless steel sinks and tops can be used. *KitchenAid Home Dishwasher Div., Hobart Mfg. Co., Troy, Ohio.*

new products

CONTINUED

CRAIG Radio Line And Recorder

A new line of Craig label merchandise, including transistor miniature and portable radios, 2 table models and a 2-speed transistor tape recorder, has been introduced by Craig Panorama.

TR-403 portable tape recorder is a 2-speed miniature 6-transistor tape recorder. This book-size recorder is designed for use in the home, office or on the road. It operates in the case in any position; even while walking. Records up to 68 min. on one tape. A V-U meter provides for checking recording level and battery condition. Standard penlight batteries are used. It is equipped with microphone and case, reel case and earphones.

No. 500 AM-FM table radio features 2 speakers and decorator-designed walnut cabinet with harmonizing

CRAIG TR-403 PORTABLE TAPE RECORDER



textured fabric speaker screen. A "Magic Eye" makes tuning easier. PM dynamic speakers, a 6½-in. woofer and 2½-in. tweeter provide tone and power. It also features an extension speaker jack and contains built-in AM-FM antennas.

Craig 390 AM-FM table model of chromium and plastic has 2 powerful 5-in. PM dynamic speakers with a sensitive built-in ferrite rod for AM reception, plus an inside FM antenna. "Companion" model is an AM-FM receiver with 9 transistors and 5 diodes. The case is lightweight aluminum and plastic; has AM-FM antenna jacks, 7-stage telescopic whip antenna and an external outlet for supplementary speaker.

No. T-22U 8-transistor portable radio has 2 bands: AM and shortwave (marine-wave No. T-22M is also available). Feature of this portable is a "Magic Meter" which indicates battery life and serves as a tuning eye at the same time. T-22U is made of aluminum and plastic with a hinged telescopic antenna that folds into the case. An additional speaker extension connection is provided for home use.

No. T-602 2-band portable of black and chrome is an 8-transistor with 2 diodes, and has "Magic Meter." An NFB circuit provides bass tones; the AGC circuit checks distortion and noise on AM and short wave.

No. 60, 6-transistor miniature radio, weighs 6 oz. with 4 size "N" batteries. Chrome trimmed case comes in aqua, mustard and charcoal-grey. Fits into pocket or handbag. Standard accessories include genuine leather carrying case, and earphone with case. Set measures 4x2½x7/8 in. Craig Panorama Inc., 5290 W. Washington Blvd., Los Angeles, Calif.

TOSHIBA Shirt Pocket Transistor Radio

Toshiba has announced the introduction of an all new concept in shirt-pocket 8-transistor radio styling.

Transistor radio No. 8TP-90 features decorative circular designed trim with heavy gold accents. It is only 4¾x2¾x1¼ in.

Its features also include pin-point vernier tuning, built in ferrite antenna, 2¼-in. speaker. The radio comes equipped with external antenna for DX reception.

Available in black or gray with gold front trim.

Price: \$42.95, including 9v battery earphone and deluxe cowhide carrying case. Packaged in gift box. Transistor World Corp., 52 Broadway, New York, N. Y.



JENSEN Speakers

Two new speakers are announced by Jensen: Nos. X-10 and TF-2. **No. X-10** is a new ultra-compact 2-way hi-fi loudspeaker system with less than 1/6th the bulk of a regular shelf system. It uses a special miniature long travel woofer, mass loaded, precisely matched to its diminutive enclosure for improved bass response. A 3-in. direct radiator tweeter carries response out to 14,000 cps. The system may be used with any amplifier having 4, 8 or 16 ohm outputs. Power rating is 6w; can be used with higher rated amplifiers, adjusted for reasonable listening levels. Comes in oiled walnut cabinet. Measures 7¼x13x4½ in.

No. TF-2 shelf model uses a special 10-in. "Flexair" high-compliance, low-distortion woofer for full bass and



2 direct radiator tweeters for clear highs. 2 cabinet styles are available, oiled walnut and an unfinished utility model in smooth-sanded ¾-in. gum hardwood. Measures 13½x23¾x11½ in. Enclosure is of the tube vented Bass-Superflex type for linear long travel woofer excursions. **Prices:** No. X-10, \$29.75; No. TF-2, \$79.50, \$64.50 unfinished. Jensen Mfg. Co., 6601 S. Laramie, Chicago 38.

Here Is The Best Appliance Truck Money Can Buy Because Only The

Escort®

OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

1 ALL-STEEL RATCHET STRAP TIGHTENER WITH AUTOMATIC STRAP RECOIL!

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

2 FAMOUS ROLLER BEARING CRAWLER TREAD!

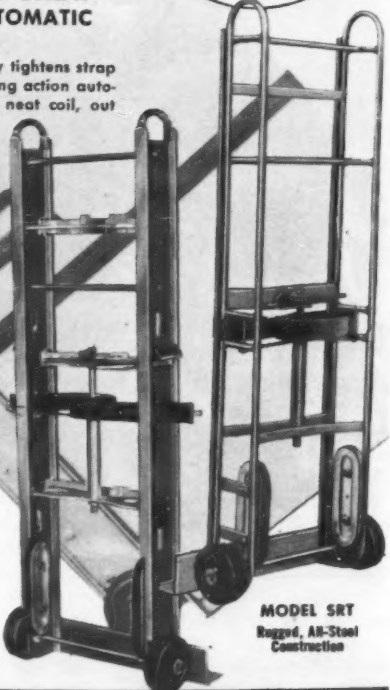
This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

WRITE, CALL OR WIRE TODAY

For Full Details And Descriptive Literature

STEVENS APPLIANCE TRUCK CO.

DEPT. E BOX 897 AUGUSTA, GA.



MODEL MRT
Rugged, All-Steel Construction

MODEL MRT
Magnesium Light!
Magnesium Strong!

Escort

APPLIANCE TRUCKS

SOLD ON A MONEY-BACK GUARANTEE!



for the
most widely
advertised
appliances



CALL
Graybar
FIND US FAST IN THE YELLOW PAGES

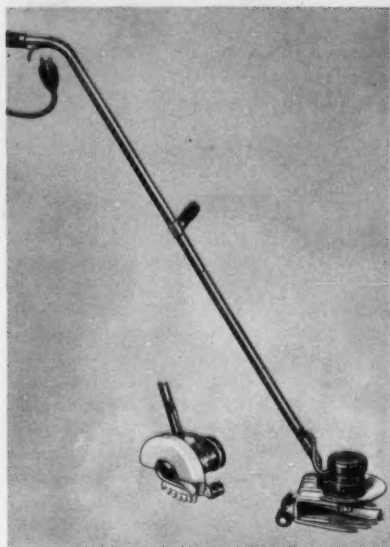
MOVE UP FRONT WITH Craig



THE AMAZING MODEL

TR-403 2-speed transistor tape recorder is typical of Craig's line of gold medal products. A full-line of pocket radios, portables and table models assure top profits. A strong dealer program supports your efforts. Write and find out more about our personal approach to your sales problems.

Craig
CRAIG PANORAMA, INC.
5290 W. Washington Blvd., Los Angeles, Calif.
Subsidiary of Craig Corporation, Inc.



KAUFMAN Improved Edger-Trimmer

The improved Kaufman K-400 Twins, interchangeable grass trimmer and lawn edger, has "trigger" switch, 2 plastic hand grips and 3-wire cord with 2-wire adapter as new features.

Both units use the same 48-in. all-steel enameled handle and universal-type ac-dc (25-60 cycle) 110-120v electric motor. Each head rolls along on easy-running rollers. Both feature specially designed high speed hardened steel cutting blades and shock-absorbing washer to protect motor if blade strikes obstruction. Units weigh 6 lb. K-400T trimmer has an exclusive wiper blade for cutting tall grass; K-400E edger has steel housing, is adjustable for depth of cut. Kaufman Mfg. Co., Manitowoc, Wis.

PIONEER Built-In Ranges And Ovens

Highlighting the new Pioneer built-in range and oven line is a deluxe double oven, No. GPO-103PAR. Upper oven has Infra-ray burner, triple rotisserie. Lower oven has a "Roastender" that turns oven off automatically at desired temperature; "Flame Master" control to keep food warm without further cooking; automatic controls with clock and electric Minute Minder.

No. GPO-93PAR double oven, without the Roastender, has clock and 4-hr. timer.

No. GPO-23PA single oven is 18 in. wide, fits into regular cabinet openings; features concealed front vent, clock and timer, glass door, and automatic oven ignition.

No. GPO-33PA is fully automatic,



with a single clock-controlled oven. No. GPT-30 surface unit is 30 in. wide, with 4 high-speed burners and simmer valves.

No. GPT-36G is 36 in. wide, with 4 high-speed burners and griddle. Both are 3 in. deep, with top controls. Pioneer Mfg. Co., 3131 San Fernando Rd., Los Angeles 65, Calif.

COLEMAN Outdoor Light

Outdoor lights by Coleman are now available for electricity as well as gas and gasoline.

"Celebration lite," the electric version on the Coleman sports lantern, can be mounted on a post or pole or attached to a wall with a decorative bracket. An electronic eye in the base of the lamp turns it on at sunset, and off at sunrise. Opposite the electronic eye is an outlet which can be used as a handy plug-in for lawn mowers, hedge clippers, barbecue grills and extra yard lights.

Lamp is 16 in. high, trimmed in brass and finished in flat black enamel. It has a frosted Pyrex globe; reflector is lined with white porcelain. Coleman Co., Inc., Wichita 1, Kansas.



Certified Rotary Mower

Certified 24-in. deluxe riding rotary mower, No. 2236, features automatic handle controls clutch and steering, and has a lifetime crankshaft guarantee.

Price: \$259.95. Western Tool & Stamping Co., Des Moines, Iowa.



break through

NORGE
makes a
great new
BREAKTHROUGH
in APPLIANCE
SERVICE
JUNE 19!

NORGE CUTS SERVICE TIME UP TO 33%!

A THIRD GREAT NORGE BREAKTHROUGH IN ONLY 10 MONTHS!

No. 1—Self-Service Drycleaning! No. 2—Thermoelectric Refrigerator-Freezer!
No. 3—Norge licks America's greatest appliance service problem!



CASWELL SPEARE PUBLISHER

**DALE R. BAUER ADVERTISING SALES
MANAGER**

Philip G. Weatherby, General Manager, Home Goods Data Book; **Robert J. Tucker**, Director of Creative Marketing; **Henry J. Carey**, Director of Market Research; **Peter Hughes**, Production Manager; **Marie Restaino**, Production Assistant.

DISTRICT MANAGERS:

NEW YORK: Warren S. Ackerman, Rudy Bauser, Sanford Wiedenmayer (HGDB), 500 Fifth Avenue, N.Y. 36, N.Y., OX. 5-5959.

ATLANTA: Raymond K. Burnet, 1375 Peachtree St., N.E., Atlanta 9, Ga., (Atlanta) 875-0523.

CHICAGO: Robert J. Scannell, Edward J. Brennan, Bruce Tepaske (HGDB), 645 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.

DALLAS: John Grant, 901 Vaughn Bldg., Dallas 1, Tex., RI. 7-5117.

HOUSTON: Joe Page, W-724 Prudential Bldg., Houston 25, Tex., JA. 6-1281.

LOS ANGELES: Noel Humphrey, 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.

SAN FRANCISCO: Thomas H. Carmody, 255 California St., San Francisco 11, Calif., DO. 2-4600.

PORTLAND: Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

SEARCHLIGHT SECTION

• WANTED TO BUY •
**ATTENTION
TV MANUFACTURERS**
Old Established Export House
Wants To Buy
**1000 UNASSEMBLED
TELEVISION SETS**

(Without Cabinets)
with 17", 21", 23" Screens
for 220 Volt AC 50 Cycle
Send Details To:

W-6840 Electrical Merchandising Week
Class. Adv. Div., P. O. Box 12, N. Y. 36, N. Y.

New Lines

CONTINUED FROM PAGE 3

and a new tuner which has pre-set fine tuning. Each model is adaptable for drop-in wireless remote control.

Philco also is offering two 23-inch stereo theaters at \$495 and \$575 and two new 19-inch compacts with wireless remote starting at \$219.95.

The sell on color was soft. The three-model line started with a table model at \$595, stepped to \$695 for a console, and was topped off with a horizontal model at \$750.

"Our thoughts on color haven't changed," Allen told the convention. "Last year the industry sold somewhere between 125,000 and 135,000 and we don't believe totals can really change until prices come down and all three networks broadcast color."

Why was Philco in color?

"So Philco dealers can offer the Philco label," Allen said.

All stereo sets are equipped to receive FM stereo broadcasts (see story p2).

Phonographs: Five portables, ranging from \$24.95 to \$139.95, and six basic stereo hi-fi consoles, running from \$149.95 to \$395, make up the phono line. (Wood solids enter the console line at \$269.95).

Philco also has come up with a special "hutch" cabinet which is designed to fit on top of solid-top phonos and a new "multi-mix" automatic record changer with automatic "off" on the last record play.

Radios: The story here was what Philco calls the "component look" and price. Seven table models—three below last year's starting prices and all now listing for less than \$20—kick off the line, which starts at \$14.95 (Model 847) and winds up with \$34.95.

Philco's three-model AM-FM radio line includes one FM-only model (910) which comes in at \$34.95—\$10 below last year's list. In clocks, the list starts at \$19.95 (Model 777) and runs to \$49.95.

PHILCO LAUNDRY:

Philco played four cards in the 12-pound laundry game at its annual distributors' convention.

The automatic washers weren't any bigger inside or out. It was just that "we found out we could wash 12 pounds in them," as President James M. Skinner put it. He emphasized that washability was not affected by the increased capacity.

Three of the washers have four-cycle programmed washing with single knob control. Pushbutton model has eight cycles, including warm and cold soaks and extra rinsing. Top three are two-speed.

Bladeless agitator, included on all four models, generates water action 600 times a minute. List prices are \$218.88, \$222.95, \$238.88 and \$295.95. Suds Saver is optional at \$20.

Price leader (\$199.95) which has been in the line for about six weeks was re-introduced. Model is a two-speed, two-cycle washer with 12-pound capacity.

Also shown were three matching "Quik 'N Quiet" gas and electric dryers. All have pushbutton controls on decorator-styled control panels, interior lights and multiple venting. Automatic de-wrinkling and safety door also are standard.

High-end model has a 12-pound-capacity and is fully automatic. Moisture measure control permits choice of degree of dryness. Electric version of the dryer is \$199.95, gas is \$299.95. Other two models list at \$169.95 (electric) and \$199.95 (gas). Delivery of the new lines is scheduled for mid-summer.

Later in the summer, Philco will show its 1962 combo line. John A. Richel, Jr., vice president of home laundry, said models will be carried through with little or no change.

Philco will go after the combo market, splitting ad costs 50-50 with automatics, and will probably continue the company's 30-day trial, satisfaction guarantee. Richel said that last year only "22, give or take five" Duo-Matics were returned.

As a final note in showing the commercial laundry line, Philco announced the first zero rating granted by Underwriters Laboratories for 50-pound clothes dryers. The rating specifies the distance in inches required between dryers or to a wall. It means that zero-rated dryers can be safely installed flush.

What A Dealer Told IAM

CONTINUED FROM PAGE 8

ance industry." As things stand now, Cohen said, "... the retailer just finds it easier to sell electric products than gas." One of the big reasons: Dealers who sell gas have to do business with any number of separate utilities who often sell appliances themselves.

"Consider the headache he invites after he sells the gas range and the installer or serviceman who is not under his control..."

"Stop saddling the retailer with outmoded distributing expenses. The exclusivity and tenure of position on the part of distributors is being used in too many cases as a cloak for unreasonable and unwarranted costs."

"Give us more and better ammunition in our battle of brand names versus private label." What kind of ammunition? Freedom from restricted line setups, from outmoded distributing costs, from the "razz-matazz of gift-giving contests, ... trips to foreign lands and plush vacations to Florida or Las Vegas ... fancy presentations of lines that bring Broadway with all its expensive trappings to us ... advertising funds that are spread so thin that they mean very little. Who needs these things?"

Manufacturers had no immediate answers for Cohen. But they had a few long-range suggestions:

- Claire Ely, Maytag marketing vice president and IAM keynoter, called on manufacturers to look to their images—corporate, industry or otherwise. Too often, he said, "pressures of business—to which we are all subjected, especially this year—make us postpone these things."

- Sol Goldin, re-elected IAM president and Whirlpool retail marketing manager, called for a return to ethics in all areas of the industry, but warned against the dangers of over-correction by legal domination.

- The IAM board of trustees voted unanimously to invite the cooperation of other appliance industry trade associations in establishing an industry-wide code of ethics to cover all functions of appliance manufacturing and marketing.

EM WEEK'S

TV Box Score Of 1962 Lines

GENERAL ELECTRIC

There are 18 basic models in the new line, including the first color receivers G-E has had in six years. And if you count all available furniture style and cabinet finishes, the total hits 55 sets. Estimated price steps: 19-inch portables start at \$159.95 (the "Celebrity" series introduced at the winter markets); 23-inch tables start at \$199; consoles at \$239. G-E's home entertainment center—six speakers, 23-inch screen, 100 watts of music power, three furniture styles—starts at \$629. Color TV starts with a console in three finishes at \$595, steps to a console in two flavors at \$695. A \$775 low boy tops off the eight set color line.

In black and white, G-E goes with the severe, square look it introduced last year. All but three price leader models will be equipped with illuminated channel indicators. And G-E is putting heavier emphasis on dual speakers. (Complete details, EM WEEK, June 5 p8).

ADMIRAL

Prices on the new 23-inch black-and-white TV line start with table models at \$189.95 (\$10 drop from last year). Consoles begin \$20 lower at \$229.95. The 23-inch TV-stereo-AM-FM combos begin at \$399.95. Color price range: \$595 to \$845. Major features: Circuitry and cabinetry. Admiral is offering 23,000-volt chassis, picture guard circuit with triple diode compactron, automatic contrast restoration, high-grain three-stage IF amplifier. Push is on for fine furniture "Masterpiece Series".

RCA

Thirty-one models in the new black-and-white line: List prices for single 17-inch portable, \$149.95; 19-inch portables start at \$169.95; 23-inch tables begin at \$199.95; 23-inch consoles at \$269.95. In color, longest line in company history: 22 models, in two series, starting at \$495.95, going to \$1,500 for home entertainment unit. New B&W features: "Magic-eye" automatic brightness control in 12 models and non-glare bonded tube in 14 models. Non-glare tubes also in color line's Mark Series.

SYLVANIA

Seventeen new TV models, starting at \$179.95 for 19-inch portable to \$699.95 home entertainment center. There's also an open list 19-inch table unit and a carry-over 17-inch portable. Complete line: Single 19-inch portable; three 19-inch tables (first list, \$189.95); a 23-inch table at \$239.95; 10 23-inch consoles starting at \$269.95 and two home entertainment units beginning at \$599.95. Big new feature: Transformer-powered chassis in all 23-inch sets.

ACTION AT RETAIL?

You Bet!

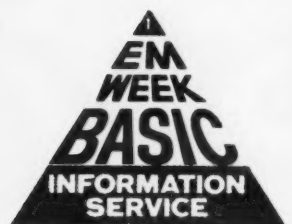
turn the page

"There's a WORLD OF IDEAS here

1961 ROOM AIR CONDITIONERS

In this section you'll find EM.
WEEK'S special report. They'll
give you complete
1961 model
manufacturers
information you
—and sell

how to sell room air conditioners



We publish this special report on room air conditioning with pride. We've been working on it for over four months. Almost every major manufacturer has been contacted for assistance, dozens of dealer calls have been made and almost the entire EM Week staff has had some part in the preparation of the final product. Gordon Williams, assistant midwest editor, was in charge of the project. During the preparation stage, Williams travelled over 5,000 miles in his search for information.

APRIL 24, 1961

SECOND PRINTING NOW AVAILABLE: 16pp How to Sell Room Air Conditioners — 50¢ each. 8pp Air Conditioner Specifications — 50¢ each. Quantity prices on request. Write Reader Service Dept., EM WEEK, 330 West 42 Street, New York 36, N. Y.

for this competitive business..."

G. L. Bogle, OWNER
KITCHEN FAIR • OKLAHOMA CITY, OKLA.

"First I read this through generally, then I went back and read it again. That Selector Chart with its BTU's and room space was excellent. I'm sure we will make use of it many times over. This will help sell the customer what he needs for the room he plans to use it in."

Peter Hart, MANAGER
MEL HART APPLIANCES • BRIDGEPORT, CONN.

"You bet I'll use this! I looked through the specs and I have placed some orders for Amana. I read the part on "How to Advertise and When" and I'm trying to get some ad mats from Amana right now. I'm going to use the mats to advertise for myself. ... in closing sales the article says 'Don't oversell'... not to sell a unit too big for the size of the room or house, that's important. And that Selector Chart will be useful, too. By using that chart you can pretty well tell what size unit is needed."

FREDERICK KUSHIDA, Owner
KUSHIDA TV & APPLIANCES • SACRAMENTO, CAL.

"I turned this Air Conditioner article over to our appliance department manager for future reference. I instructed him to hold a meeting built around it...sort of a refresher course for all our salesmen. Now they'll be able to qualify the customer and sell what's best suited for his needs."

Joseph Rothbard, PRESIDENT
ROSE TIRE CO. • INDIANAPOLIS, IND.

"I'll use this Air Conditioner article in selling. I wasn't planning to handle air conditioners this year, but as a result of this section in EM WEEK we will start to display units and try to sell them. Why? Well this article points out that room air conditioners are not in a state of saturation yet."

J. W. Albury, ASST. TREASURER
CITY PLUMBING CO. • MIAMI, FLA.

ELECTRICAL **MERCHANDISING** **WEEK**

THE ONE MAGAZINE THAT DELIVERS A PRODUCT CONDITIONED AUDIENCE

PEOPLE IN THE NEWS

Speedway Manufacturing Co.—William B. Courtney, formerly advertising manager of Sunbeam, has been named vice president in charge of marketing for the division of Thor Power Tool Corp.

Remington Rand—A. C. Barioni was appointed general manager of the Remington Rand electric shaver division of the Sperry Rand Corp. He had been assistant general manager.

Corning Glass Works—Melvin Kraemer, a former president of the National Retail Hardware Assn. and a veteran of 33 years in the hardware



Fleming
of Wiegand



Gilbert
of Magnavox



Barioni
of Remington



Kraemer
of Corning



Courtney
of Speedway



Oswalt
of Stanley

business, has joined the sales staff of the consumer products division of the company.

Edwin L. Wiegand Co.—Bruce A. Fleming was promoted from vice president in charge of sales to executive vice president of the manu-

facturer of electric heating equipment.

Stanley Works—William F. Oswalt was elected executive vice president of the company whose products include electric hand tools. He fills the post vacated by Howard L. Richard-

son who was elected president. Oswalt had been general manager of the three divisions of direct current motor and generator operations for General Electric in Erie, Pa.

Magnavox—S. Stephen Gilbert, Jr., was named advertising and sales promotion manager of the company. He had been associated with General Electric Co.

General Electric—W. D. Dance was appointed general manager of the household refrigerator department at Appliance Park, Louisville, Ky. He was general manager of the dishwasher and Disposall department. He succeeds W. F. Von Behren who will work on special projects for the general manager of the major appliance division. P. A. Tilley was named general manager of the dishwasher and Disposall department in addition to his present assignment as general manager of the range department.

Eureka-Williams—Cloyd F. Hoover was appointed national service manager, replacing the late Kenneth (Red) Wattam. EM WEEK erroneously said Hoover's appointment was in the Hoover Co. (May 29, p36).



Dance
of G-E



Tilley
of G-E

Trade-Wind



THRUSTPOWER FOR SUPER POWER FOR INDOOR BARBECUES

For every hard-to-ventilate kitchen problem . . . and particularly for indoor barbecues . . . Trade-Wind's new high capacity ventilating system is the emphatic answer. For style . . . for efficiency . . . and for the striking new pewter finish, the THRUSTPOWER'S got it!

Power-packed underhood ventilating unit driven by a 1/2 HP motor with variable speed control, enclosed lights and 4 filters plus an extensive range of lengths of hoods for wall, pass-through, island and peninsula installations in two harmonizing finishes—pewter and antique copper.

Here's your answer for bringing outdoor living indoors. Write for complete information.

Trade-Wind DIVISION OF ROBBINS & MYERS, INC. 7755 Paramount Place, Pico Rivera, Calif. Dept.



New Clocks From G-E

CONTINUED FROM PAGE 7
\$29.95 and #2098 (cordless) at \$34.95.

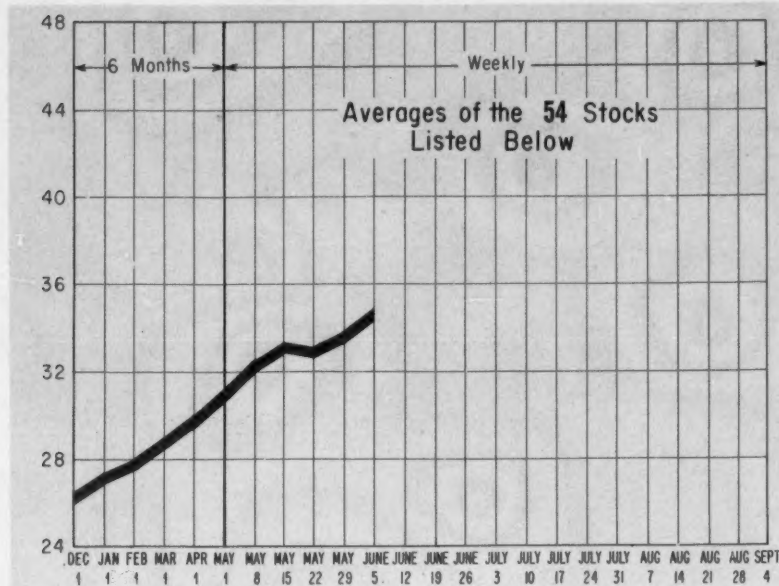
Nu Grain, in nutmeg, white and gold or antique brown, is 5 3/8 inches high. #7271 is \$7.98 and #7271-L (luminous dial) is \$8.98. Plain and Fancy, #2120 at \$6.98 is 5 3/4 inches high and comes in pink, turquoise or yellow. Reality, #2124 in chrome is \$9.98 and #2124 in brown or gray is \$8.98.

A new feature called "View-Alarm" is incorporated in the Decor-ette model Snooz Alarm, which retails for \$10.95. A small dot of light appears automatically on the dial when the alarm is set.

G-E has prepared a 24-page booklet containing suggested ad mats, ideas, layout, radio and TV scripts and point of purchase displays for retailers who want to tie in their own clock promotions with the company national advertising program.

TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1961 High	Low	Close May 26	Close June 5	Net Change
NEW YORK EXCHANGE					
Admiral	15 1/8	10 5/8	13 3/4	14 1/4	+ 1/2
American Motors 1.20	21 1/4	16 1/2	19	18	- 1
Arvin Ind. 1	28 1/8	20	25 3/4	25 3/8	- 3/8
Borg Warner 2	43 3/8	35	41 1/2	42	+ 1/2
Carrier 1.60	49	32 1/8	47 1/8	45 3/4	- 1 3/8
CBS 1.40B	42 3/8	35 3/8	40	39 1/2	- 1/2
Chrysler 1A	48	37 3/8	44	43 1/8	- 7/8
Decca Records 1.20	47 1/2	32 5/8	41	40	- 1
Emerson Electric 1BXD	87 1/2	50	83 3/4	84 1/8	+ 3/8
Emerson Radio .37T	16 1/4	11 1/8	14 5/8	16 3/8	+ 1 3/4
Fedders 1B	25 1/8	17 1/8	22 3/4	23	+ 1/4
General Dy. 1	45 1/2	36 3/8	37 1/8	36	- 1 1/8
General Elec. 2	74	60 1/2	65 7/8	67 1/2	+ 1 5/8
General Motors 2	49 1/2	40 5/8	44 3/4	45 1/8	+ 3/8
General Tel & El .76	32 1/2	26 1/2	27 1/4	27	- 1/4
Hoffman Elec.	29 5/8	16 1/4	25 3/4	25	- 3/4
Hupp Corp. .25F	11 3/4	8	10 1/2	10 1/8	- 3/8
Magnavox 1	95 3/4	46	91	95	+ 4
Maytag 2A	51 1/2	36 1/2	50	49 1/4	- 3/4
McGraw-Edison 1.40	40 5/8	30 3/4	37 1/2	37 3/4	+ 1/4
Minn. M&M .60	87	70 1/8	81 7/8	83 7/8	+ 2
Montgomery Ward 1	34 3/4	28	29 1/4	29	- 1/4
Monarch .04	18 1/2	13 3/8	17 3/8	17	- 3/8
Motor Wheel 1	20 1/2	11 3/4	16	16	-
Motorola 1	100	75 1/8	96 1/4	97	+ 3/4
Murray Corp.	30 5/8	26 1/8	29 1/2	29 1/8	- 3/8
Norris-Thermador	34 3/8	18	27 1/2	26 1/4	- 1 1/4
Philco	25 1/8	17 3/8	23 1/4	25 1/8	+ 1 3/8
RCA 1B	65 5/8	49 1/2	62 3/4	62 1/2	- 1/4
Raytheon 2.37T	42 3/8	35 1/4	39 3/4	39 3/8	- 1/8
Rheem	23 1/2	13 1/2	19 1/2	19 5/8	+ 1/8
Ronson .60	23 3/8	12 1/8	21 3/8	20 5/8	- 3/4
Roper GD	25 1/2	16 5/8	24 3/8	24 1/2	+ 1/8
Schick	14 1/8	8 1/4	11 1/2	11 3/8	- 1/8
Siegler Corp. .40B	34	27	29 3/8	30 5/8	+ 1 1/4
Singer	99 1/4	63 1/2	90 7/8	99 1/4	+ 8 3/8
Smith A. O. 1.60A	37 3/8	31 3/4	36 1/8	34 3/4	- 1 3/8
Sunbeam 1.40A	54 1/2	45 3/8	50	52 1/2	+ 2 1/2
Welbilt .10E	7 1/8	4 1/8	7	6 1/2	- 1/2
Westinghouse 1.20	50	40 1/8	42	44 3/4	+ 2 3/4
Whirlpool 1.40	34 3/8	27 1/4	33 3/4	33	- 3/4
Zenith 1.60A	184 3/4	97 1/4	161 1/2	184 3/4	+ 23 1/4
AMERICAN EXCHANGE					
Century Electric	10 3/4	5 7/8	9	8 7/8	- 1/8
Ironrite .25T	8 1/4	5 1/2	6 7/8	6 7/8	-
Lynch Corp. 87T	12 3/4	8 1/4	11 7/8	10 5/8	- 1 1/4
Muntz TV	7	4	6 1/4	6 1/4	-
National Presto .60	31	12 1/4	21 3/4	21 5/8	- 1/8
Nat. Un. Elec. (Eureka)	4 1/2	1 7/8	3 3/4	3 7/8	+ 1/8
Pentron	8 5/8	2 5/8	7 1/2	7 3/8	- 1/8
Proctor-Silex	9	5 1/8	8 3/8	8	- 3/8
Republic Trans.	9 1/2	4 1/2	7 3/8	8	+ 5/8
Travler Radio	7 1/2	4 5/8	6 7/8	7	+ 1/8
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	7 3/4	7 1/4	- 1/2
Webcor	—	—	9 1/8	10 1/8	+ 1

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: Sparked by Zenith's sensational gain of better than 23 points over the week-long trading, the EM WEEK chart soared to its year's high last week. Electronics were the big gainers as Wall Street enjoyed what some experts are terming a surprising pre-summer boom. No better than 22 of the key 54 issues reflected week-long gains, but

those which did come up on the plus side were of sufficient size to boost the average to its better than 34 point rating. Singer was up 8 3/8%. Magnavox up 4 as the market reacted favorably to the President's trip abroad. Although it is too early to tell, the lack of any bad news out of Vienna definitely spurred the market on. Outlook: Continued good.

A QUICK CHECK OF

BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES appliance-radio-TV index (1957 = 100)	108	109	111	2.7% down* (March 1961 vs. March 1960)
RETAIL SALES total (\$ billions)	17.9	18.2	18.9	5.3% down (April 1961 vs. April 1960)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	320	303	323	0.9% down (March 1961 vs. March 1960)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	274	279	294	6.8% down (March 1961 vs. March 1960)
FAILURES of appliance-radio-TV dealers	33	28	27	22.2% up (March 1961 vs. March 1960)
HOUSING STARTS (thousands)	118.7	110.3	125.0	5.0% down (April 1961 vs. April 1960)
AUTO OUTPUT (thousands)	85.1**	129.1**	115.1**	26.1% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.0+	18.3+	19.2+	6.3% down (4th qtr. 1960 vs. 4th qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	357.1+	358.1+	347.0+	2.9% up (1st qtr. 1961 vs. 1st qtr. 1960)
CONSUMER SAVINGS annual rate (\$ billions)	28.1+	27.2+	23.7+	18.6% up (1st qtr. 1961 vs. 1st qtr. 1960)
EMPLOYMENT (thousands)	70,696	65,616	69,819	1.3% up (April 1961 vs. April 1960)

*New index being used. Federal Reserve Bulletin (seasonally adjusted).
**Figures are for week ending June 3, 1961, and preceding week (revised).
+ Figures are for quarters.
+ Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF

INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room	Apr.	195,700	226,900	-13.75
	4 Mos.	724,300	668,400	+ 8.36
DISHWASHERS	Apr.	52,100	50,300	+ 3.58
	4 Mos.	193,700	187,500	+ 3.31
DRYERS, Clothes, Electric	Apr.	31,093	35,659	-12.80
	4 Mos.	206,627	240,680	-14.11
Gas	Apr.	14,949	17,554	-14.84
	4 Mos.	106,006	122,708	-13.61
FOOD WASTE DISPOSERS	Apr.	64,800	64,100	+ 1.09
	4 Mos.	243,800	251,800	- 3.18
FREEZERS	Apr.	81,200	102,100	-20.47
	4 Mos.	288,100	355,500	-18.96
PHONOGRAPH SHIPMENTS	Apr.	206,048	173,381	+18.84
	4 Mos.	1,043,010	1,356,202	-23.09
RADIO PRODUCTION	Week May 26	212,324	199,600	+ 6.37
(excludes auto)	21 Weeks	4,044,880	4,247,347	- 4.77
RADIO RETAIL SALES	Mar.	853,821	664,441	+28.50
	3 Mos.	2,100,729	2,079,308	+ 1.03
TELEVISION PRODUCTION	Week May 26	121,294	123,445	+17.25
	21 Weeks	2,181,788	2,444,174	-10.74
TELEVISION RETAIL SALES	Mar.	530,105	501,829	+ 5.63
	3 Mos.	1,382,178	1,600,369	-13.63
REFRIGERATORS	Apr.	273,900	300,000	- 8.70
	4 Mos.	1,038,600	1,225,600	-15.26
RANGES, Electric, Standard	Apr.	69,700	69,600	+ .14
	4 Mos.	297,100	312,400	- 4.90
Built-in	Apr.	58,700	58,300	+ .69
	4 Mos.	217,000	233,700	- 7.15
RANGES, Gas, Standard	Apr.	108,000	128,500	-15.95
	4 Mos.	426,600	519,800	-17.93
Built-in	Apr.	28,300	28,000	+ 1.07
	4 Mos.	100,100	104,200	- 3.93
VACUUM CLEANERS	Apr.	265,032	278,391	- 4.99
	4 Mos.	1,115,449	1,171,122	- 4.75
WASHERS, Automatic & Semi-Auto	Apr.	164,481	175,983	- 6.53
	4 Mos.	773,330	843,899	- 8.36
Wringer & Spinner	Apr.	45,214	59,845	-24.45
	4 Mos.	198,436	235,769	-15.83
WASHER-DRYER COMBINATIONS	Apr.	8,751	10,404	-15.89
	4 Mos.	32,976	59,433	- 46.03
WATER HEATERS,	Apr.	62,500	57,000	+ 9.65
Electric (Storage)	4 Mos.	247,100	254,200	- 2.79
WATER HEATERS, Gas (Storage)	Apr.	268,300	216,200	+24.10
	4 Mos.	963,000	893,800	+ 7.74

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

**"This one you won't
have to worry about"**



Maybe you've heard about the challenge Fred Maytag has laid down to his engineers:

"Design an automatic washer for our customers which will work for 10 years without a major repair."

Now, competitive engineers may be a little skeptical that this can be done and still keep costs within reach.

But today's Maytag Automatic is proving that the year is not far off when this "possibility" will become a reality.

For example, in a recent test, the Maytag High-

lander worked for 10,145 hours (15,218 loads, equal to 50 years' normal home use). Service cost averaged only \$2.00 a year.

The dealer who knows how service cuts into his profits and his repeat business, will appreciate these facts, and look to Maytag as the franchise of the future. "This one you won't have to worry about."

The Maytag Company, Newton, Iowa.

MAYTAG

the dependable automatics

ELECTRICAL MERCHANDISING WEEK

